# PLAYMETER magazine

VOLUME 22, No. 4 | FOR THE COIN-OP ENTERTAINMENT INDUSTRY | MARCH 1996


## ACCLAIM SERIOUS CHANGE FOR THE COIN-OP INDUSTRY!

## Heavy Hitters Acclaim Coin-Op and Redemption Giant, Lazer-Tron, are Coming to Town!


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# News Notes

### ✔ ICE PURCHASES DOYLE ASSETS

According to ICE president Ralph Coppola, the company has purchased the assets of Doyle & Assoc. Inc. ICE will produce the Doyle line of games from the Doyle factory in Lewiston, Idaho, and maintain the current staff. The purchase will round out ICE's product line with the addition of such popular Doyle titles as *Dump the Ump, Hoop Shot,* and *Razzle Dazzle,* among others. ICE will continue to offer parts and service support for all existing Doyle games from the Idaho plant, (208)-743-3611. For information on all Doyle games, contact ICE, (716) 833-0481. Coppola emphasized that concerned Doyle customers can rest assured that they can look to ICE for support as the company strengthens its position in the market.

The acquisition enhances ICE's ability to give customers the most versatile options in both redemption and sports games. ICE, which already has a string of successes that includes *Cyclone, ICE Ball,* and *Full Court Frenzy,* plans to take an aggressive position toward new product and will introduce a new line of video redemption games. In addition, ICE has licensed the number one toy product of '95 to be developed into a redemption game set to debut by mid-'96. Also new at ICE—a single player *Cyclone.*

### ✔ JAMES INDUSTRIES BUYS EDISON BROTHERS MEXICO

In a joint statement from James Industries officers Jim Roberts, chairman, John Blouin, president, and Carlos Sanz, president of James Industries Mexico, James Industries Mexico has purchased the arcade division of Edison Brothers Mexico. The stores were known as Time Out in Mexico. This move has resulted in the formation of a new company, James Industries Diversiones, with partners Jim Roberts, John Blouin, Carlos Sanz, Juan Antonio Diaz, and Gloria Quireza Diaz. Mr. and Mrs. Diaz have developed many successful arcades in Mexico City.

The arcades are being renamed Ji Los Juejos and will carry the same logo and theme. Said Jim Roberts, "Even though the business in Mexico is very difficult, we are committed to the long-term success of Mexico and therefore are aggressively expanding the new arcade company." For more information, contact Roberts or Blouin in Chicago, (847)-358-8000, or Sanz in Mexico City, 011-525-341-8760.

### ✔ JERRY GORDON RETIRES AFTER FOUR DECADES

Rowe Intl.'s senior vending sales executive Jerry Gordon will retire at ACME '96 after 40 years in the industry; 13 of which were spent with Rowe. Gordon joined the company in 1983 as executive vice president and president of distributor operations in charge of Rowe's 17 branch offices. Frequently honored for his accomplishments, Gordon received the 1995 AAMCF "Man of the Year" award, the 1994 local Rotary Club "Citizen of the Year" award, and the 1992 AMOA Merit Award. Look for more on Gordon and personnel changes at Rowe in the next issue.

### ✔ CENTURY CLUB TO MEET AT ACME

In keeping with tradition, members of the coin-op industry with 25 years of service and more will gather to swap stories and have a good time reminiscing during ACME. The meeting is scheduled conveniently at the Orange County Convention Center, March 8, 3 p.m.-5 p.m,, in Room 309-B. Please contact Steve Kordek, (312) 961-1548; fax 312-961-1010; or Jim McNeely, (210) 824-9223; fax (210)-228-0423 to advise if you plan to attend.

### ✔ ITS KEEPS TRUCKIN' WITH TOURNAMENT SYSTEM

A third networked tournament is underway on Incredible Technologies' *Peter Jacobsen Golden Tee 3D Golf* video. The tournaments, which take place in street locations around the Chicago area, consist of 24 specially outfitted games hooked to a regular telephone jack that allows the machines to connect to the ITS central computer for score processing. Results of the second tournament were encouraging: the 24 machines averaged 31 tournament plays a week, up from the first test of 25. Regular play collections increased from the first tournament by 50 percent.

ITS is refining the system, experimenting with changes in wind speeds and pin placement on the golf-themed games to challenge players and make the game one of true skill. Winners in phase two were James Vance of Lombard, Ill. ($1,000), Bill Keegan of Streamwood ($500), M. Scott Obrien of Lombard ($300), and Tim Gibbons of Lombard ($200). Future tournaments will test other new concepts, such as more than one machine at a location sending data with a single call, automatic billing, and simplified audits for easier collections.

### ✔ DISTRIBUTORS SCHEDULE POST-ACME OPEN HOUSES

A flurry of open houses will follow the American Coin Machine Exposition. Following are the dates available at press time:

- March 16—Betson Philadelphia, Pa., 1 p.m.-6 p.m.
- March 20—Betson, Carlstadt, N.J., 1 p.m.-7 p.m.; Betson Pacific, San Francisco, Calif., 10 a.m.-4 p.m.; C.A. Robinson, San Francisco, Calif., 9 a.m.-4 p.m.
- March 21—Betson Pacific, Phoenix, Ariz., 11 a.m.-3 p.m.
- March 22—Betson Pacific, Buena Park, Calif., 11 a.m-3 p.m.; C.A. Robinson, Los Angeles, Calif., 9 a.m.-4 p.m.; State Sales and Service, Baltimore, Md., 9 a.m.-6 p.m.
- March 23—Betson Pittsburgh, Pa., 10 a.m.-2 p.m.; Mondial, Bensalem, Pa., Noon-5 p.m.; SunBelt, Irving, Texas, 11 a.m.-5 p.m.
- March 24—Betson Advance, Syracuse, N.Y., 1 p.m.-6 p.m.
- March 25—State Sales and Service, Baltimore, Md., 9 a.m.-6 p.m.
- March 26—Betson Pacific, San Diego, Calif., 11 a.m.-3 p.m.; State Sales and Service Road Show, Ramada Inn, Hagerstown, Md., Noon-3 p.m.
- March 27—H.A. Franz, Houston, Texas, 6 p.m.-9 p.m.; New England Coin-Op, Norwood, Mass., Noon-6 p.m.; Mondial, Norwood, Mass., 1 p.m.-6 p.m.; State Sales and Service Road Show, Sheraton Park South, Richmond, Va., Noon-3 p.m.
- March 28—State Sales and Service Road Show, Quality Inn Lake Wright, Norfolk, Va., Noon-3 p.m.
- March 29—State Sales and Service Road Show, Princess Royale, Ocean City, Md., Noon-3 p.m.
- April 2—Lieberman Music, Minneapolis, Minn., 11 a.m.-5 p.m.
- April 24—Green Games, Memphis, Tenn., 10 a.m-4 p.m.

### ✔ MAKE NOTE OF THESE CHANGES

Effective Feb. 26, Asahi Seiko has moved to new headquarters at 6644 Paradise Road, Las Vegas, NV 89119; (702) 260-6666. To best serve its customers the company has installed three fax lines for specific needs: main fax (702) 260-6486; sales fax (702) 260-6493, and accounting fax (702) 260-6492.

The recent change in area code for the Chicago area has affected numerous coin-op companies (see "Coin-Op News" page 37) and the American Amusement Manufactures Association. AAMA informs that the new 847 code applies to their phone, (847)290-9088, and fax, (847) 290-9121. ▲

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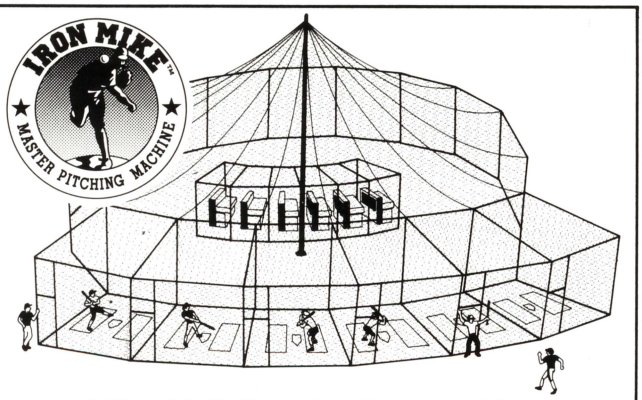


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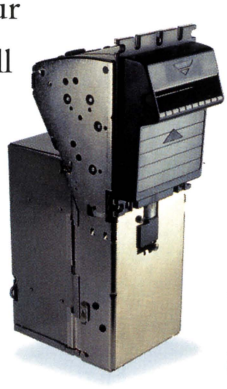

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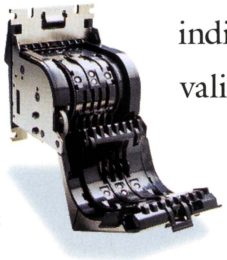

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## 88 ACME celebrates in Orlando

The American Coin Machine Expo will meet up with Mickey Mouse, Shamu, and King Kong in sunny Florida when it celebrates 10 years of spring showcases this month. Check out the area's major attractions, night life, restaurants, and cultural side after traveling the exhibit floor. New game introductions are previewed starting on page 102.

## 63 Motion Simulators

It's hard to ignore the pure entertainment value that simulation delivers. This is the '90s, and our customers are sophisticated folks with a penchant for high-tech toys. It follows naturally that simulators are tops on the list of desirable attractions. But what about the cost and the space? Learn all you need to know in our special seven-page report.

## 114 Randy Fromm goes Disney

In anticipation of ACME taking place in Orlando, Fla., technical guru Randy Fromm checked out the Disney organization's approach to its amusement machine operations within the various parks and on the grounds of satellite resorts. Find out what he discovered in the shop, literally underneath Main Street, and in the New Tomorrowland Arcade.

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## Cover

Acclaim bursts onto the coin-op scene with two video titles: *Batman Forever*, based on the hit movie of the same name, and *NBA JAM Extreme*, loaded with more ball-slammin' action in the classic *JAM* tradition.


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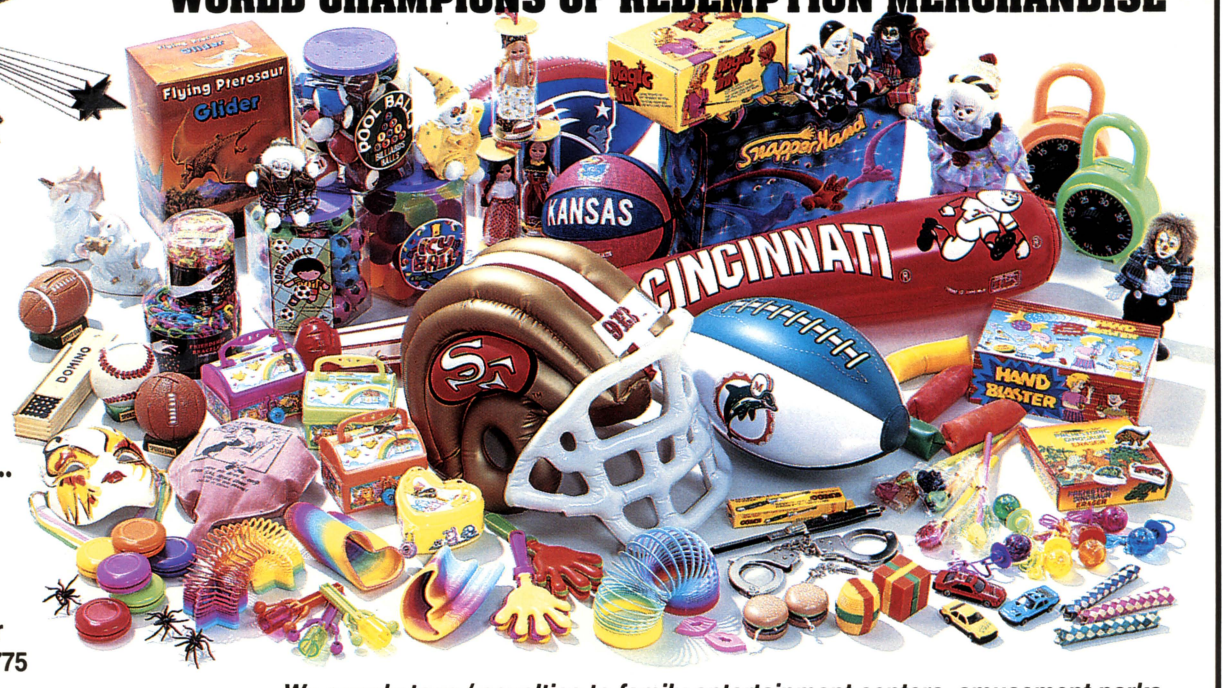


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# You may be talking to the next Nolan Bushnell

I had a phone call recently that I figured was going to be a lot like many other phone calls we receive in our office. The caller was a man who had a product he wanted to begin marketing in the industry. "This is something the industry's never seen before," he bragged, oblivious to the fact that I'd heard these very words many times before.

He told me a little about the product, but my brain was forming the words, "It'll never fly." It happens so often that I am cynical enough to think that more new ventures will fail than will succeed. There's the crane manufacturer who had the best, most innovative new product since the 8-way joystick but all signs pointed to doom before the product was even ready to be introduced. Sparse sales and a chilly reception preceded a letter to us explaining why they couldn't pay their advertising bills.

**Valerie Cognevich**
**Editor**

Was it because the product was one that would never be accepted by players? Ironically, that wasn't the reason; the cause might surprise you. This industry is fairly tight-knit and it takes more than an idea to be welcomed in. Companies develop reputations, their sales people know all the customers, and the distributor network is sealed tighter than a tupperware bowl. There are years to be invested in getting to understand what this industry is really all about and what it means to be a vital part of it. Often an entrepreneur simply doesn't have that kind of time to invest.

It's hard for newcomers to make their mark. Think of Nolan Bushnell laboring in his garage making *Pong*, a great new product if ever there was one. He approached game manufacturers who scoffed at the idea, if not to his face, at least behind his back. Pinball machines were king of the hill and would soon make the transition from electromechanical to solid state. That was big news!

Even the most seasoned industry veterans assured the industry that video games were no more than a passing fad. Thus Bushnell was offered no option but to form his own company to introduce the world to what would be the biggest single product to come along and have an impact still reverberating around the world some 20 years later! *Pong* revolutionized the entire coin-op entertainment industry, thanks to the blinding determination of a young man with a dream.

And introducing product to the market has not been much easier over the years. Look at another company we've come to love and admire, Lazer-Tron, recently purchased by home video game giant Acclaim (featured on our cover). A true success story by any standards. But it didn't happen by accident. Lazer-Tron had a good game but no real understanding or contacts within the industry. It licensed its first game to another well-known company in the industry and it was a hit. Next game, same thing. As the company's reputation grew and its name was no longer alien to the industry, the company continued on a roll with the addition of a man who knew everyone in the industry. Don't think Ron didn't open some doors.

Ask the guys at Quick Silver what an arduous trek they've had navigating the coin-op industry. Good games, impressive R&D capabilities, honesty at the helm. But it's been a struggle. They licensed some redemption games to a video game giant because they hadn't had the right industry contacts. That is, perhaps, until now. There's been a new addition over there that may be the key.

My purpose is not to single out only these two companies, but they represent the Catch-22 the industry faces. Everyone demands new and innovative product, but they don't want to take a chance with someone they don't know. But that's the very one who just may have that new and innovative product. Operator budgets are so tight they're screaming, distributors are obligated to do the best job they can for all the companies they represent, and manufacturers really don't want to introduce mediocre product, but it's hard not to stick to tried and true themes. Does fighting come to mind?

But the industry thrives on new ideas and new innovations. It's just hard to see newcomers with all the enthusiasm needed for those new ideas and creative innovations become disillusioned. As you walk to show floor if you see a name on a booth you're not familiar with, stop for a chat, see what they're doing. It might be worth your while, and they will appreciate any input you might have to offer. Perhaps you'll be chatting with the next Nolan Bushnell! ▲

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# Letters

## Universal platform may be just around the corner

In response to the October 1995 article on page 48—"Rx for the industry: Is a universal video game platform the cure?"—the answer is definitely "yes." However, the method may be somewhat different from what you expect. The embedded systems hardware and software industry is faced with three challenges: producing a quality product, in a reasonable amount of time, for less.

We feel that the new standards effort being undertaken in the embedded systems industry—in particular the VME Industry Trade Association (VITA), Embedded Software Systems Environment committee (ESSE), Operating System Application Program Interface (OSAPI), Input/Output (IO) groups, and the Uniform Driver Interface (UDI) effort—will result in new quality products from multiple vendors, available quicker, and for less.

UDI and the ESSE IO groups (chaired by Kevin Quick of Interphase Inc. and Kim Clohessy of Object Technology Inc., respectively) are working to develop hardware-independent device drivers, and the ESSE OSAPI group (chaired by John Hogan of Integrated Systems Inc.) is working to develop a set of standard methods to create a hardware-independent programming standard.

Kevin Sharp Enterprises will be showing a new product at ACME this month and at the Embedded Systems Show East in April that should help fulfill this goal. The product is a totally new Graphical User Applications Programming Interface (GUAPI) that is going to be available, including a Quick Embedded Development board.

Developing on this system is exceptionally easy and games developed for it are automatically compatible with each other, even when they come from different vendors. The system is extensible and scaleable, and is first going to be available on a Motorola-based board.

The development system will be priced very reasonably, with a tiered price structure that will enable manufacturers of all sizes to develop for it. The system will use well known standards in software that are familiar to those working on PCs, and will not require any special software or hardware to do development.

This system allows the developer to eliminate all hardware development (the time-consuming and expensive part) other than that which is specifically required for a special application. In addition, it allows the programmer to eliminate all of the unnecessary low-level development that can make new game development so costly and slow.

Like a PC, the new system will allow machines to be connected to each other or through a network, allow developers of the system to get to market faster, and provide operators with a much more cost-effective solution.

While the initial hardware will address the mainstream developer, rather than the high-end specialized systems, it will finally address in a structured and systematic manner many of the difficult problems facing the industry.

The open architecture of these standards will allow developers to create games for the system that will require specialized high-performance hard-

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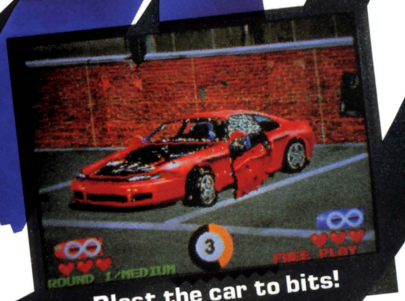

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ware that can be included on a daughter board, which will adhere to standards that will allow it to coexist with other specialized hardware and other developers' programs. ▲

**Greg Bishop**
**Program Director**
**Kevin Sharp Enterprises**
**Murfreesboro, Tenn.**

*Editor's Note: The search for a faster method of programming continues, with the desirable results of less expensive development and a less expensive final product. The goal is to eliminate the need for a separate driver for every system's hardware. We will pursue the new methods mentioned in this letter with a follow-up article in an upcoming issue.*


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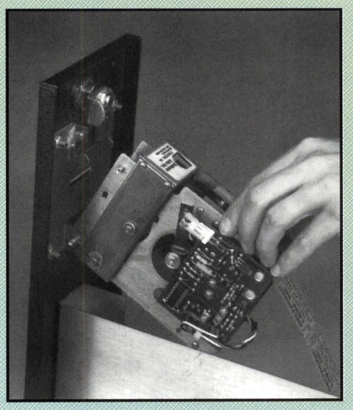

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# Equipment Poll

## VIDEO & PINBALL COMBINED

| | GAME | MO. ON CHART | MO. IN TOP 10 |
|---|---|---|---|
| 1. | Alpine Racer *(Namco)* | 3 | 3 |
| 2. | Daytona USA *(Sega)* | 18 | 18 |
| 3. | Cruis'n USA *(Midway)* | 16 | 16 |
| 4. | Area 51 *(TWi)* | 3 | 3 |
| 5. | Tekken 2 *(Namco)* | 5 | 5 |
| 6. | Cyber Cycles *(Namco)* | 5 | 4 |
| 7. | MK3 Ultimate *(Midway)* | 3 | 3 |
| 8. | Magical Touch *(Micro)* | 1 | 1 |
| 9. | Virtua Cop 2 *(Sega)* | 3 | 3 |
| 10. | Virtua Fighter 2 *(Sega)* | 13 | 12 |
| 11. | Theatre of Magic *(Bally)* | 10 | 9 |
| 12. | Megatouch *(Merit)* | 5 | 4 |
| 13. | Sega Rally *(Sega)* | 5 | 1 |
| 14. | Killer Instinct *(Midway)* | 14 | 12 |
| 15. | Who Dunnit *(Bally)* | 1 | 0 |
| 16. | Fighting Vipers *(Sega)* | 2 | 1 |
| 17. | COPS *(TWi)* | 11 | 1 |
| 18. | Golden Tee 3D Golf *(Incred. Tech)* | 4 | 0 |
| 19. | Apollo 13 *(Sega)* | 2 | 0 |
| 20. | Open Ice *(Midway)* | 2 | 1 |
| 21. | Marvel Super Heroes *(Capcom)* | 3 | 1 |
| 22. | Virtua Cop *(Sega)* | 13 | 10 |
| 23. | T-MEK *(Atari)* | 16 | 3 |
| 24. | Mortal Kombat 3 *(Midway)* | 10 | 8 |
| 25. | The Addams Family *(Bally)* | 48 | 46 |
| 26. | Solitaire Challenge *(Dynamo)* | 20 | 10 |
| 27. | Pinball Magic *(Capcom)* | 4 | 0 |
| 28. | Lucky & Wild *(Namco)* | 31 | 5 |
| 29. | Tekken *(Namco)* | 13 | 11 |
| 30. | Suzuka 8 Hours 2 *(Namco)* | 22 | 19 |
| 31. | Star Trek: TNG *(Williams)* | 26 | 23 |
| 32. | OutRunners *(Sega)* | 30 | 20 |
| 33. | Tournament Solitaire *(Dynamo)* | 5 | 1 |
| 34. | World Cup Soccer *(Bally)* | 20 | 18 |
| 35. | Bust-A-Move *(Taito)* | 12 | 9 |
| 36. | Windjammers *(Data East)* | 5 | 2 |
| 37. | Fast Draw *(Am. Laser)* | 15 | 2 |
| 38. | Indianapolis 500 *(Bally)* | 5 | 3 |
| 39. | Batman Forever *(Sega)* | 4 | 2 |
| 40. | Virtua Racing *(Sega)* | 40 | 27 |
| 41. | Viper Phase 1 *(Fabtek)* | 4 | 1 |
| 42. | Lethal Enforcers II *(Konami)* | 22 | 5 |
| 43. | Night Warriors/DarkStalkers Rev. *(Capcom)* | 2 | 0 |
| 44. | Zombie Raid *(Am. Sammy)* | 2 | 1 |
| 45. | Suzuka 8 Hours *(Namco)* | 22 | 18 |
| 46. | Road Show *(Williams)* | 15 | 11 |
| 47. | Stargate *(Premier)* | 10 | 5 |
| 48. | Samurai Shodown III *(SNK)* | 3 | 0 |
| 49. | The Flintstones *(Williams)* | 14 | 4 |
| 50. | X-Men *(Konami)* | 13 | 9 |
| 51. | Virtua Fighter *(Sega)* | 23 | 10 |
| 52. | Big Hurt *(Premier)* | 4 | 1 |
| 53. | No Fear *(Williams)* | 9 | 6 |
| 54. | Rescue 911 *(Premier)* | 22 | 11 |
| 55. | Johnny Mnemonic *(Williams)* | 4 | 2 |
| 56. | WWF Wrestlemania *(Midway)* | 5 | 3 |
| 57. | Ridge Racer *(Namco)* | 23 | 9 |
| 58. | Lethal Enforcers *(Konami)* | 41 | 36 |
| 59. | Shaq Attaq *(Premier)* | 12 | 10 |
| 60. | Aero Fighters 2 *(Mc O'River)* | 15 | 4 |

## VIDEO DEDICATED

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Alpine Racer *(Namco)* | 9.67 | 177 |
| 2. | Daytona USA *(Sega)* | 9.34 | 1069 |
| 3. | Cruis'n USA *(Midway)* | 8.79 | 932 |
| 4. | Area 51 *(TWi)* | 8.67 | 163 |
| 5. | Cyber Cycles *(Namco)* | 8.25 | 251 |
| 6. | Virtua Cop 2 *(Sega)* | 7.80 | 154 |
| 7. | Virtua Fighter 2 *(Sega)* | 7.80 | 682 |
| 8. | Sega Rally *(Sega)* | 7.56 | 191 |
| 9. | Killer Instinct *(Midway)* | 7.55 | 757 |
| 10. | COPS *(TWi)* | 7.40 | 264 |
| 11. | Virtua Cop *(Sega)* | 7.09 | 644 |
| 12. | T-MEK *(Atari)* | 7.07 | 608 |
| 13. | Solitaire Challenge *(Dynamo)* | 7.00 | 828 |
| 14. | Lucky & Wild *(Namco)* | 6.93 | 992 |
| 15. | Suzuka 8 Hours 2 *(Namco)* | 6.83 | 1087 |

## VIDEO KITS

| | | | |
|---|---|---|---|
| 1. | Tekken 2 *(Namco)* | 8.46 | 286 |
| 2. | MK3 Ultimate *(Midway)* | 8.15 | 167 |
| 3. | Magical Touch *(Micro)* | 8.00 | 53 |
| 4. | Megatouch *(Merit)* | 7.60 | 264 |
| 5. | Fighting Vipers *(Sega)* | 7.43 | 94 |
| 6. | Golden Tee 3D Golf *(Incred. Tech)* | 7.33 | 137 |
| 7. | Open Ice *(Midway)* | 7.23 | 91 |
| 8. | Marvel Super Heroes *(Capcom)* | 7.23 | 139 |
| 9. | Mortal Kombat 3 *(Midway)* | 7.07 | 530 |
| 10. | Tekken *(Namco)* | 6.86 | 589 |
| 11. | Tournament Solitaire *(Dynamo)* | 6.71 | 112 |
| 12. | Bust-A-Move *(Taito)* | 6.57 | 410 |
| 13. | Windjammers *(Data East)* | 6.57 | 127 |
| 14. | Viper Phase 1 *(Fabtek)* | 6.43 | 104 |
| 15. | Night Warriors/DarkStalkers *(Capcom)* | 6.40 | 18 |
| 16. | Zombie Raid *(Am. Sammy)* | 6.38 | 53 |
| 17. | Samurai Shodown III *(SNK)* | 6.26 | 51 |
| 18. | X-Men *(Konami)* | 6.19 | 483 |
| 19. | WWF Wrestlemania *(Midway)* | 6.10 | 103 |
| 20. | Lethal Enforcers *(Konami)* | 6.07 | 1569 |
| 21. | Aero Fighters 2 *(Mc O'River)* | 6.00 | 151 |
| 22. | D&D Tower of Doom *(Capcom)* | 6.00 | 452 |
| 23. | Raiden II *(Fabtek)* | 5.92 | 759 |
| 24. | Twin Eagle II *(Seta)* | 5.86 | 4 |
| 25. | Raiden DX *(Fabtek)* | 5.73 | 298 |

## PINBALLS

| | | | |
|---|---|---|---|
| 1. | Theatre of Magic *(Bally)* | 7.66 | 529 |
| 2. | Who Dunnit *(Bally)* | 7.44 | 46 |
| 3. | Apollo 13 *(Sega)* | 7.28 | 82 |
| 4. | The Addams Family *(Bally)* | 7.03 | 2602 |
| 5. | Pinball Magic *(Capcom)* | 6.94 | 73 |
| 6. | Star Trek: TNG *(Williams)* | 6.80 | 1315 |
| 7. | World Cup Soccer *(Bally)* | 6.61 | 778 |
| 8. | Indianapolis 500 *(Bally)* | 6.47 | 191 |
| 9. | Batman Forever *(Sega)* | 6.44 | 93 |
| 10. | Road Show *(Williams)* | 6.30 | 569 |
| 11. | Stargate *(Premier)* | 6.26 | 295 |
| 12. | The Flintstones *(Williams)* | 6.20 | 311 |
| 13. | Big Hurt *(Premier)* | 6.16 | 71 |
| 14. | No Fear *(Williams)* | 6.14 | 271 |
| 15. | Rescue 911 *(Premier)* | 6.12 | 616 |

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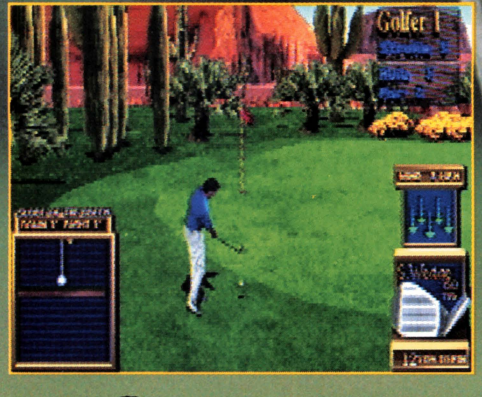


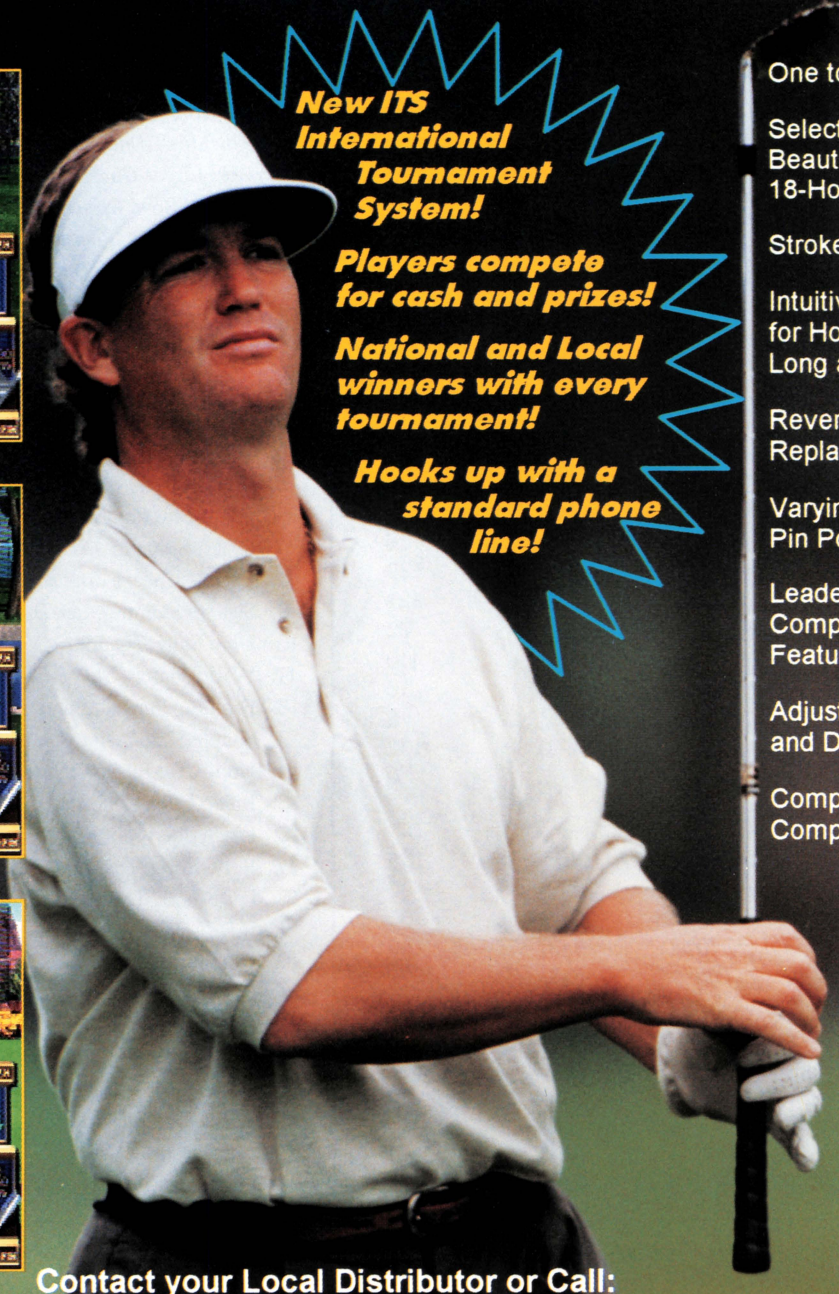

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# Equipment Poll

## REDEMPTION

### ALLEY BOWLERS

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Striker *(Design Plus)* | 8.00 | 125 |
| 2. | ICE Ball *(ICE)* | 7.17 | 145 |
| 3. | Skee-Ball *(Skee-Ball)* | 7.00 | 109 |
| 4. | Skee-Ball Lightning *(Skee-Ball)* | 7.00 | 112 |
| 5. | Smartball *(Smart)* | 5.77 | 22 |

### SPORTS GAMES

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Full Court Fever *(ICE)* | 7.11 | 89 |
| 2. | Shoot to Win *(Smart)* | 6.91 | 87 |
| 3. | Hoop It Up *(TWi)* | 6.86 | 137 |
| 4. | Championship Basketball *(Grayhound)* | 6.75 | 30 |
| 5. | UB-QB Football *(Skee-Ball)* | 6.29 | 30 |
| 6. | Arm Champs *(Jaleco)* | 6.00 | 42 |
| 7. | Around the World *(UETD)* | 6.00 | 80 |
| 8. | Rage in the Cage *(Fun Merchants)* | 6.00 | 9 |
| 9. | Full Court Frenzy *(ICE)* | 5.81 | 50 |
| 10. | Two Minute Drill *(Taito)* | 5.50 | 38 |
| 11. | Slugfest *(Williams)* | 5.35 | 2 |

### SINGLE COIN PUSHERS

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Jungle Jive *(Coastal)* | 7.75 | 159 |
| 2. | Klondike/Gold Coast *(Fun Merchants)* | 7.50 | 134 |
| 3. | Rags to Riches *(Smart)* | 6.67 | 51 |
| 4. | Rock 'N Roll/Dino Valley *(Fun Merchants)* | 6.60 | 508 |

### SINGLE CRANES

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Classic Watch Crane *(Smart)* | 8.00 | 66 |
| 2. | Snack Attacker/Challenger *(A.G.E.)* | 8.00 | 109 |
| 3. | Watch Box/Gift Box *(Fun Merchants)* | 8.00 | 136 |
| 4. | Jumbo Crane *(Grayhound)* | 7.50 | 129 |
| 5. | Clean Sweep *(Smart)* | 7.16 | 121 |
| 6. | Skill Crane *(Grayhound)* | 7.15 | 72 |
| 7. | Candy Crane *(Smart)* | 6.88 | 110 |
| 8. | Action Claw *(Fun Merchants)* | 6.75 | 30 |
| 9. | Big Choice *(Fun Merchants)* | 6.53 | 68 |
| 10. | Candy Shop *(Grayhound)* | 6.40 | 102 |
| 11. | Hollywood Crane *(Maxwell)* | 5.67 | 0 |

### CHILD-SIZE GAMES

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Shoot To Win! Jr. *(Smart)* | 7.55 | 106 |
| 2. | Smart Toss Em *(Smart)* | 6.63 | 97 |
| 3. | 1/2 Pint Frenzy *(ICE)* | 6.60 | 105 |
| 4. | Awesome Toss 'Em *(Lazer-Tron)* | 6.00 | 56 |
| 5. | Bozo Basketball *(Design Plus)* | 6.00 | 21 |
| 6. | Skee-Toss B.C. *(Skee-Ball)* | 5.77 | 0 |
| 7. | Li'l Dump the Ump *(Doyle)* | 5.75 | 48 |
| 8. | Godzilla Wars Jr. *(Namco)* | 5.67 | 11 |
| 9. | Toss Em *(UETD)* | 5.64 | 0 |
| 10. | Jr. All American *(UETD)* | 5.20 | 19 |
| 11. | Kiddie Whac-A-Mole *(Bob)* | 5.20 | 0 |
| 12. | Froggy Jr. *(CCI)* | 5.00 | 21 |

## REDEMPTION

### ROLL DOWNS

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Spin To Win *(Lazer-Tron)* | 7.93 | 82 |
| 2. | Clown Roll Down *(Bay Tek)* | 6.00 | 19 |
| 3. | Rock N Roll *(Bay Tek)* | 6.00 | 15 |
| 4. | Roll Down *(Bay Tek)* | 5.67 | 22 |
| 5. | Jungle Rama *(Lazer-Tron)* | 5.00 | 89 |

### COIN DROP GAMES

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Home Run Hitter *(CCI)* | 9.50 | 123 |
| 2. | Smokin' Token *(Seidel)* | 8.86 | 164 |
| 3. | Screamin' Slopes *(Midway)* | 8.33 | 107 |
| 4. | Wheel 'M In *(Bromley)* | 8.07 | 152 |
| 5. | Aftershock *(Lazer-Tron)* | 7.89 | 100 |
| 6. | Addams Family Values *(Midway)* | 7.67 | 63 |
| 7. | The Mask *(Data East)* | 7.00 | 69 |
| 8. | Coin Circus *(Am. Sammy)* | 6.60 | 33 |
| 9. | Rock-N-Bowl *(Bromley)* | 6.53 | 82 |
| 10. | Goofy Hoops *(Romstar)* | 6.00 | 9 |
| 11. | Super Bank It *(Lazer-Tron)* | 5.83 | 4 |

### NOVELTY

| | GAME | POINT VALUE | LONGEVITY POINTS |
|---|---|---|---|
| 1. | Cyclone *(ICE)* | 9.37 | 178 |
| 2. | Dinoworld *(Planet Earth)* | 9.33 | 176 |
| 3. | Dinoscore *(Planet Earth)* | 8.33 | 163 |
| 4. | Flip N Win *(Planet Earth)* | 8.25 | 95 |
| 5. | Ribbit Racing *(Lazer-Tron)* | 7.22 | 124 |
| 6. | Pop-A-Slot *(Coastal)* | 6.75 | 32 |
| 7. | Spider Stompin' *(Island/Jaleco)* | 6.75 | 82 |
| 8. | Double Cheese *(Midway)* | 6.67 | 26 |
| 9. | Swamp Stomp *(Lazer-Tron)* | 6.67 | 97 |
| 10. | Dino Rally *(Bromley)* | 6.60 | 119 |
| 11. | Wacky Gator *(Data East)* | 6.48 | 42 |
| 12. | Feed Big Bertha *(Smart)* | 6.38 | 41 |
| 13. | Simple Simon *(Am. Sammy)* | 6.33 | 16 |
| 14. | Hop-A-Tic-Tac-Toe *(Data East)* | 6.28 | 10 |
| 15. | Killer T-Rex *(Smart)* | 6.00 | 84 |
| 16. | Pop-A-Tac-Toe *(Coastal)* | 6.00 | 12 |
| 17. | Robo-Bop *(Coastal)* | 6.00 | 39 |
| 18. | Pop-A-Ball *(Coastal)* | 5.69 | 5 |
| 19. | Buddy Bear *(Smart)* | 5.57 | 47 |
| 20. | Dump the Ump *(Doyle)* | 5.57 | 20 |
| 21. | Hungry Hungry Hippos *(ICE)* | 5.56 | 8 |
| 22. | Big Mouth *(Meltec)* | 5.50 | 0 |
| 23. | Steer Crazy *(Fun Industries)* | 5.50 | 0 |
| 24. | Whac-A-Mole *(Bob)* | 5.33 | 0 |
| 25. | Knock-Down *(Meltec)* | 5.11 | 0 |
| 26. | Cracky Crab *(Namco)* | 5.10 | 21 |
| 27. | Circus Hi-Rise *(Skee-Ball)* | 5.00 | 49 |

**Results are based on monthly Equipment Poll ballot returns. Point Value=average of ballot ratings on a scale of 1-10; Longevity Points=standings on Best 60 combined game lists (#1 game receives 60 points, #2 game receives 59 points, etc.)**

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# The ACME years: a decade to remember

Ten years ago I stepped onto my first exhibit floor at the first American Coin Machine Exposition. The date was March 7 (same as this year); the setting was the Chicago Expocenter. I had joined the magazine six months earlier and felt ready to tackle a show. Was I nervous, not to mention overwhelmed by the sights and sounds of a major trade event.

On the opening day Valerie patiently took me around with her, introducing me to legions of coin-op members, whose names I desperately tried to commit to memory. Every few feet someone would stop her to ask a question or discuss a situation. I wondered how she could ever cover the show floor with this many interruptions. It wasn't easy then and it's not easy now. As the years and the shows went by I learned there was a knack to show coverage: a plan of attack in advance, and the stamina to put in an 18-hour day.

**Bonnie Theard**
**Managing Editor**

Starting with early morning seminars and ending with hospitality suites and special events such as banquets, the trade press is literally on its feet from dawn until midnight and sometimes beyond. Like Miss America contestants we smile constantly, respond diplomatically to tough questions, shake hands until our fingers ache, and listen, listen, listen. Add to the equation gathering details on new products, taking photos, observing players, and being able to shift gears at a moment's notice when called to view a new game shown only in a hotel suite miles away from the convention floor.

Every show has its outstanding quotes, photos, games, and happenings. Here is a brief ACME review, year by year:

1986-Chicago-3,400 attendees. Most talked about videos— *Ikari Warriors, Space Harrier*; pinball—*High Speed.* Firing Line seminar concerns—parallel game issue, pinball conversions.

1987-New Orleans-3,500 attendees. Most talked about videos—*RoadBlasters, Castlevania;* pinball—*F-14 Tomcat.* Firing Line seminar concerns—parallel game issue, game closeouts.

1988-Reno-4,400 attendees. Most talked about videos—*Capcom Bowling, Final Lap*; pinball—*Cyclone.* Firing Line seminar concerns—parallel game issue, home game proliferation.

1989-Reno-4,600 attendees. Most talked about videos—*Hard Drivin', Super Off-Road;* pinball—*Jokerz!* Firing Line seminar concerns—lack of quality control, impact of home games.

1990-Chicago-5,000 attendees. Most talked about videos— *Neo-Geo System, Raiden*; pinball—*Phantom of the Opera.* Firing Line seminar concerns—price per play, dollar coin legislation.

1991-Las Vegas-5,800 attendees. Most talked about videos—*Steel Gunner, Street Fighter II;* pinball—*Cactus Jacks.* Firing Line seminar concerns—dissatisfaction with distributors, game security, debit cards.

1992-San Antonio-6,000 attendees. Most talked about videos— *Street Fighter II Champion Edition, X-Men*; pinball—*The Addams Family.* Firing Line seminar—interest waning.

1993-Las Vegas-8,500 attendees. Most talked about videos—*In the Hunt, NBA JAM;* pinball—*Twilight Zone.* Last Firing Line seminar.

1994-Rosemont-8,300 attendees. Most talked about videos—*Bloodstorm, Daytona USA*; pinball—*Rescue 911.*

1995-Reno-7.600 attendees. Most talked about videos— *Cyber Cycles, Mortal Kombat 3;* pinball—*Theatre of Magic.* Snowstorm dominates conversation.

Gone from the ranks of exhibitors, but remembered (partial list): American Laser Coin-Op, Amutronics, Arcadia Systems, Bally Sente, Dan Brechner & Co., Cinematronics, Foxtronix, Game Plan, Gamemasters, Gametek, Hollywood Crane, IDEA, Intermark, Irem, I-Vics, Kel-Chad, Kitkorp, Leland Corp., Magic Electronics, Memetron, MicroProse, Millennium, Nomac, Nintendo Coin-Op, Plateau, Romstar, SMS, Status Games, Tradewest, Troy M, UAI New Jersey, UBI, Utec, Vari-Tech, Videobox, and World Games.

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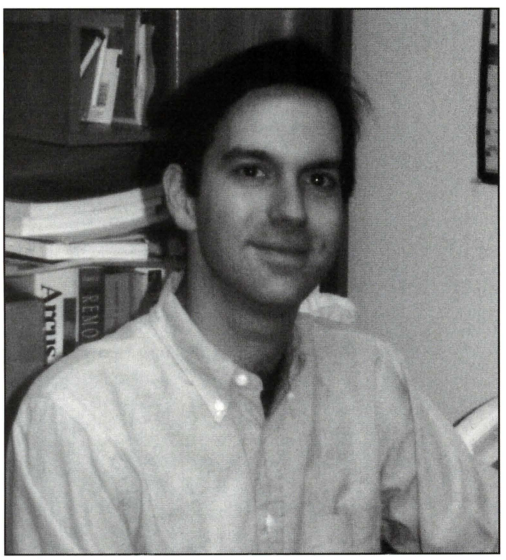
# The dream of success

I was never much of a baseball player, so I spent a lot of time in left field. Let's hope my skills as a little leaguer are no indication of my future as a columnist.

"Welcome to the industry!" everybody said with fervor that first day on the AMOA show floor in San Antonio a year and a half ago. "If you stick with it, it gets in your blood."

I simply gazed around in awe, overcome by the sights and sounds, knowing only that this small-town newspaperman was worlds away from his previous existence lounging with the local cops and hanging on the profundities of rural mayors and city councilmen.



**Steve White**
**Associate Editor**

What had I gotten into? I'm not sure I can answer that question, even today, and don't know if it has gotten in my blood yet or not. But I have certainly spent the last year and a half of my life learning everything I never thought I would need to know about the coin machine and family entertainment center business.

And when my meager mind comes up against the vast knowledge of a wizened industry vet, I just keep thinking about that old Greek philosopher Socrates, who said the wise man is the man who knows he knows nothing.

However, my transition in life has been twofold, and my incarnation as a trade writer has been just as daunting, sending me scrambling through the pages of both trade and consumer magazines searching for guidance.

On a recent adventure, in a consumer publication for Internet junkies called *Wired*, I came across wisdom from yet another great philosopher, the 20th century media guru Marshall McLuhan. Or to be more precise, a modern day impostor roaming the Web using the name Marshall McLuhan.

When asked about the danger of big fish dominating the technological sea, here's what the McLuhan incarnate had to say: "The old logic of monopoly—centralized stranglehold—no longer works. The attention of consumers can shift instantly and make the most profound investments obsolete in just a few years, soon to be sped up even further. We will see economic empires crash within hours, and new ones arise just as quickly."

Sound like the coin machine business to you? Well, it sure did to this industry novice.

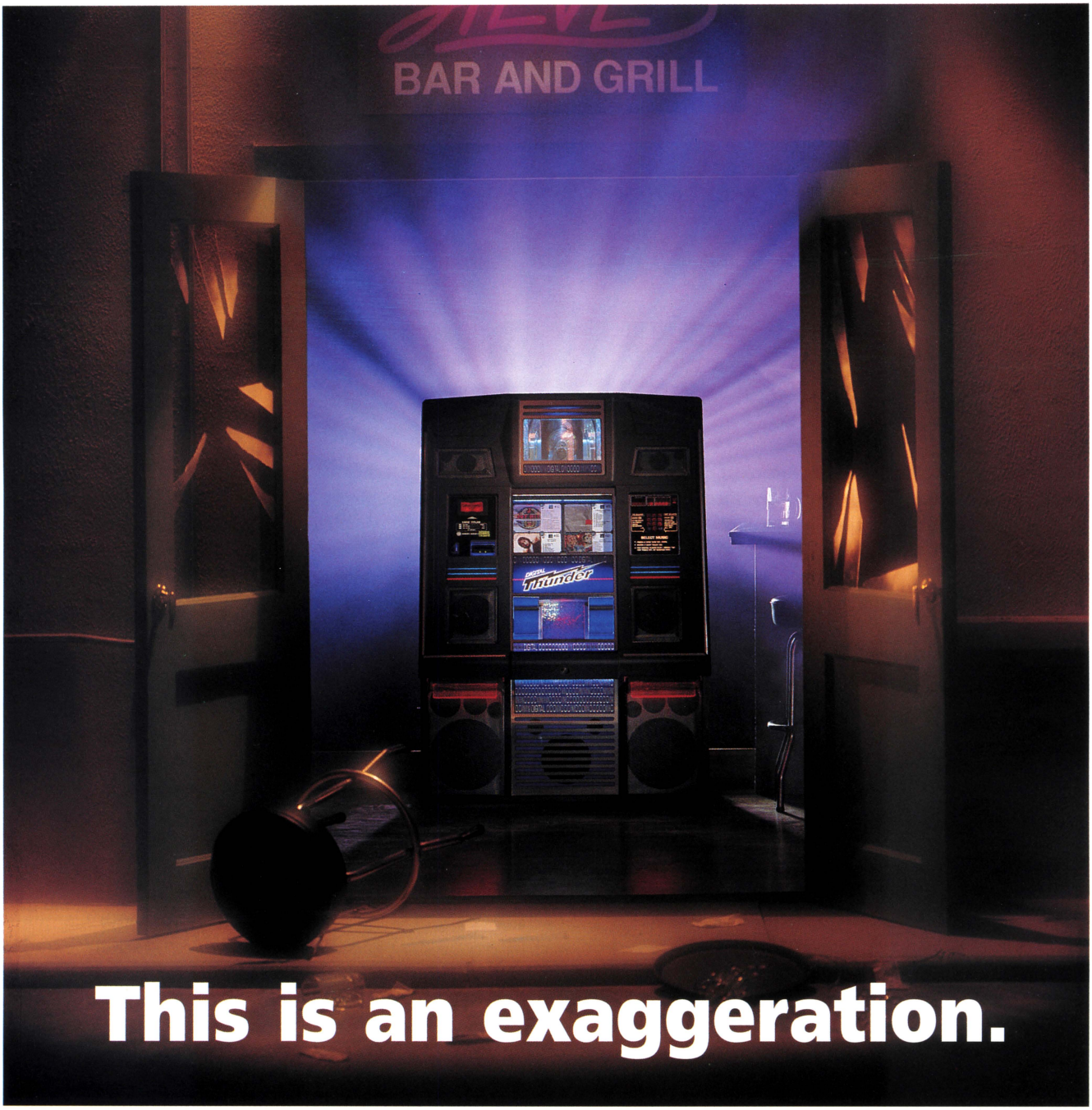
The real McLuhan believed in the ability of the human mind to stay one step ahead of technology, and his alter ego offered this piece of impractical advise for putting that theory to work: "The real key to business in the aural/tactile space of the 21st century will be inefficiency, where inefficiency means a multiplicity of inputs and outputs...As you know, only the young, the primitive, and the eccentric waste time. That is why all the most useful inventions come from them. They are not bound to be productive, and can thus waste time pursuing the uncompromising to find the truly new."

In the same magazine there was also a short story about Atari founder Nolan Bushnell's newest project, a chain of next century entertainment and education venues he is developing in California, and I notice that our own editor, Valerie Cognevich, has invoked the spirit of Bushnell in her editorial this month urging members of the industry to seek out new possibilities.

I met Bushnell at my first ACME show, last year in Reno, and he told me the secret to his success was making a profound change in his life every five years. He seemed to be saying the ability to dream, or waste time as some might call it, is essential to nurturing the imagination and evolution of an industry that was always grounded in the notion of play.

That is not to say that success is possible without work and productivity, but in an industry populated by hundreds if not thousands of talented and creative people, handwringing and doomsaying is no answer either. Perspiration notwithstanding, the coin-op industry cries out for a dose of inspiration, not unlike that of pioneers like Bushnell who pursue the uncompromising and create the truly new.

Sweet dreams. ▲

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# La. operators fight to save video gaming

Once seen as a promise for the future of coin-machine operators across the country, the full-force momentum of legalized video gaming experienced in the early 1990s has been stopped dead in its tracks, and one group of charter members, Louisiana operators, are fighting a rear-guard battle to save video poker from extermination.

The industry has been marred by two major scandals which not only threaten video poker in that state but the reputation of legalized gaming nationwide. Press accounts have painted video poker in the worst light, referring to it as "the crack cocaine of gambling" and attempting to connect the industry to organized crime.

But 1996 has seen operators fighting back with a $1.5 million public relations campaign to remake the industry's public image. The scandals, according to operators, distributors, and location owners alike, represent the exception and not the rule.

Nevertheless, this push comes in the face of a political climate that is largely anti-gaming, reflecting not only poll numbers that show state residents seeking to repeal gaming in its many forms but also the poor financial showing that some riverboat casinos have put in and the failure of Harrah's to successfully open a land-based casino in New Orleans.

## Politics Louisiana-style

The legalized gaming craze of the early 1990s found a hospitable home in the state of Louisiana, which had already approved a state lottery. Video poker and riverboat gaming came first, and a land-based casino was approved in 1993.

However, last year saw gaming in retreat with diminished expectations from the casino industry, convictions handed down against a number of principals in a manufacturer's Louisiana video poker distributor, and allegations that one truck stop owner attempted to bribe state legislators in return for favorable handling of a local option bill. The local option bill died in conference committee, but no indictments have been handed down as a result of the charges.

In fact, the most significant result of the latter charges was a reshaping of the state's legislature. Federal authorities made public the investigation weeks before the fall elections, and the political fallout was a tide of gambling opponents winning office.

Newly elected Governor Mike Foster ran on a campaign pledge to put legalized gambling to a vote of the people, and while he had not called a special session at press time the governor has indicated the session will begin on March 18.

Foster has expressed a preference for a single statewide vote on all forms of gaming (excepting lottery and horse racing), but the legislature will have the final say in shaping the referendum language. Therefore, video poker may well live or die by the way it is presented to the people on the ballot.

The governor's proposal appears to be the most advantageous, forcing voters to strike down gambling—possibly even charitables—across the board. That is considered unlikely. Another option, letting state residents vote cafeteria-style on each form of gaming could be fatal with public sentiment in an uproar over the so-called scandals. Also possible is a parish by parish local option vote, which could produce results similar to those seen in 1994 in South Carolina. A clear-cut win is unlikely with some conservative parishes sure to give poker the thumbs down.

A state Senate panel traveled across the state last month, where they were met with good representation from both operators and location owners and employees who implored the legislators to think of the costs of eliminating video gaming.

Charles Pasqua, who serves as executive director of the Louisiana Amusement and Music Operators Association and treasurer of the affiliated Louisiana Small Businesses for Video Gaming Entertainment, said last month that everything was still up in the air.

"We have no idea what the specific plans are," Pasqua said. "It could be local option. It could be statewide. It could be all in one or it could be a vote on each separate form of gaming."

## Telling their story

Regardless of the way it is presented to voters, state officials and industry representatives alike express certainty that some form of referendum will take place. To offset negative press, the state association has contracted with a New Orleans public relations firm to produce a media campaign aimed at countering negative publicity and telling the real story.

"Up until the first of this year video poker has received

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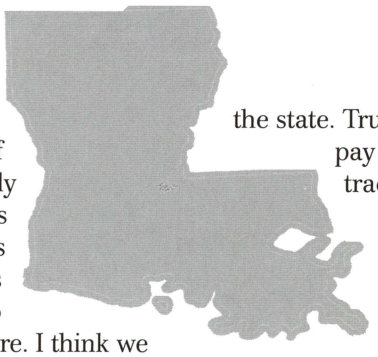

negative publicity and everything has been blown out of proportion," said Bob Nims of AMA Distributing in Metairie, La. "Out of nearly 5,000 licensees there were only two instances of a problem. People have thrown bricks through our window for two years. Now it's time to set the record straight. We are going to make a genuine effort to get our story out there. I think we are moving forward, as long as nothing happens to derail us."

Much of the problem that operators have faced is their inability, partly due to state regulations, to define themselves as small business people as opposed to the misleading image of a gaming cabal that is most often projected in the media.

Judy Jurisich of Bernard & Jurisich, the firm retained by the association, said that another problem in defining the industry is the fact that it is a conglomeration of small businesses, many of whom are actually in competition with one another.

"What we're doing is trying to talk about the other 5,000 people in the industry," she said. "Nobody's had a voice to answer back. That's been our mission. I think there has already been a softening in the coverage."

The first major thrust of the media campaign is a 30-minute infomercial presenting the case that video poker is strictly regulated and provides prosperity and reinvestment in small businesses.

Owners of a diverse range of locations, from bowling centers and pizza parlors to a restaurant attached to a swamp tour attraction, testified that video poker revenues produced new jobs and helped fund business renovations. All the owners added that losing video poker would mean layoffs and cutbacks.

Viewers also saw in detail how each machine is linked to a central computer at La. State Police headquarters and learned about the stringent process involved when applying for video poker licenses. Manufacturers, distributors, operators, and location owners alike must receive state police clearance.

"Video poker is the most tightly regulated gaming industry in all of Louisiana and in fact all of the country," said Lynn Gansar, spokesperson for Louisiana Small Businesses for Video Gaming Entertainment.

Added Johnny Huntsman, who owns a pizza chain in Louisiana called Johnny's Pizza: "It bothers me when people talk about Las Vegas connections. Our guys have little league connections. They live in this community, raise their kids here...."

## Benefits to the state

Advocates also argue that above and beyond the private benefits that business owners and operators have earned from video poker, it is the state of Louisiana that has proven to be the winner with millions of dollars going to government at both the state and local level.

Three-machine street locations pay 26 percent in taxes to the state. Truck stops can have up to 50 machines and pay 32.5 percent in taxes; race tracks and off-track betting parlors are unlimited in their number of machines and pay 22.5 percent to the state.

The tax money, which is swept electronically from bank operators' bank accounts twice a month, is then divided up among several different governmental entities.

Figures for fiscal year 1995 show that approximately $152 million in state taxes and licensing fees was generated. Here's how the money was spent: $2.5 million went to supplementing horse racetrack purses across the state, $37 million went to local governments, and $112 million remained in the state's coffers for services.

Of the money that went to local governments, $5.4 million was used to fund district attorney's offices, close to $18 million went back to municipalities where the money was generated, and $12 million was split equally by parish governments and sheriff's departments.

Those tax funds were generated on a total of $6.3 billion wagered. According to the La. State Police Video Gaming Division, 91.96 percent of that, or $5.8 billion, is returned to the players.

As part of the research that went into making the infomercial, Bernard & Jurisich compiled material detailing how the local governments in question used those funds.

Highlighted positive uses included police cars, museum renovations, capital improvements such as street paving projects and building new water systems, and the development of recreation programs.

Rudy DeSulles, finance director for the city of Gretna, explained to infomercial viewers that the city used the revenue to replace lost sales tax from a major department store that moved elsewhere. Without the revenue, DeSulles said the city would have to cut services or raise taxes. "It would be hard to live without out," he said.

Some parishes received as much as $3 million in taxes per year, while even smaller parishes report using the proceeds to pay crucial bills needed for survival.

Another fact pointed out by the infomercial and research conducted by Bernard & Jurisich is that despite what opponents say consumption did not fall out of the bottom when video poker was introduced.

"Specifically looking at sales tax collections made by the state, one will see a steady increase in the amount of taxes collected by the state over the last three years," the report concluded.

Jurisich said that once the infomercial has been aired three times in each of the state's seven major cities, the firm will launch a more traditional print, radio, and television advertising push this month. The focus will be on television ads, Jurisich confirmed.

"The regular campaign will be based on much more of theme with only 30 second spots to tell the story," she said.

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# ADA announces its championship series

The American Darters Association has begun its Bud Light Dart League Championship Series which has expanded to eight regional events awarding over $35,000 in prize money. The city of St. Louis will host the 5th Bud Light Dart League National Championship.

A total of $45,000 will be on the line for the finals, held at The Renaissance Hotel, Aug. 8-11. Events include men's, women's, and mixed doubles league teams and men's and women's singles.

Additional cash prizes will be awarded this year for the most valuable player and the top seeded players in the men's and women's categories.

All events will utilize the Neutralizer, the ADA's copyrighted system that equalizes competition of different skill levels. ADA also welcomes Valley Recreation and Majek Inc. as official manufacturers of the series.

"We're proud to team up with Valley Recreation and their new IQ Machine; they're a great addition to our championship series," reported ADA president Glenn Remick. "We're also teaming up with Majek Inc., manufacturers of the Bullmate, an electronic steel-tip scoring unit. With the addition of both of these manufacturers this will be the world's first electronically scored darts championship series."

The first regional was held last month in Kansas City, Mo. Other events will be held in Wilmington, Del., (March); New Orleans, La., (April); Memphis, Tenn., (May); Akron, Ohio, (September); Dallas, Texas, (October); Worcester, Mass., (November); and St. Louis, Mo., (November).

For more information, contact the ADA at (314) 625-8621; fax (314) 625-2975.

# Bulk vending convention on tap for next month

The National Bulk Vendors Association's 46th Annual Convention will be held at the Radisson Resort in Scottsdale, Ariz., April 18-21.

Floor hours are anticipated to be 9 a.m. to 4 p.m. Thursday, 9 a.m. to 5 p.m. Friday, and 11:30 a.m. to 2:30 p.m. Saturday. Setup will occur 9 a.m. to 4 p.m. Wednesday.

Last year the association simplified its billing procedures and eliminated confusion by classifying all exhibitors of gum or vending machines as manufacturers. This year there is only one category, supplier, with no distinction between a manufacturer and a distributor.

For more information, contact the National Bulk Vendors Association at (312) 621-1400.

# Sega Indy kit comes with tournament tools

**Sega's *Indy 500* deluxe driver can lead to a promotion bonanza with Sega's new tournament kit.**

Sega reports that its *Indy 500* Tournament Kit is ready for a road test with all the tools an operator will need to conduct a first-class promotional event.

The kits have been delivered to distributors and include a Team Racing Tournament Guide, an *Indy 500* Poster, an Erasable Tournament Leader Board with a durable laminated coating so it's erasable and reusable, and a Team Sega Racing Tournament Banner made of durable and weatherproof vinyl.

Also included are advertisement slicks with four different layouts that can be customized with a location's name, address, phone number, and tournament dates; Indy tent cards with entrance blanks; 10 *Indy 500* hats, and 10 Indy T-shirts.

Operators buying an *Indy 500* game will receive a tournament kit, and those who purchase five will get a $250 Indy Motor Speedway jacket to give away as a prize. Top tournament winners can also enter a drawing held at Sega headquarters in April, with the first 25 drawn receiving jackets as well.

Tournaments can be run for as short as an afternoon, or as long as 10 weeks. To further promote tournaments, Sega will issue press releases announcing the tournament, as will the Indianapolis Motor Speedway to all trade magazines in the racing industry. Tournament dates and locations will also be broadcast on the Internet via Sega's home page.

Sega also has a 900 telephone number for adult players to call for tips and tournament locations, and the number will be included on stickers that can be attached to Indy game cabinets.

For more information, contact your local Sega distributor, or call Sega for the distributor closest to you at (415) 802-3100.

# SMOKIN' TOKEN™

## GET A JUMP ON FUN!

- *Jackpot Ticket Awards for Consecutive Bonus Scores*
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- *Bonus Countdown for Jackpot Tickets*
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***COMMON FEATURES:***

- *Fast Paced Coin Jump Action - Appealing to all Ages*
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***DIMENSIONS:***

***Length: 43" Width: 25" Height: 52" Weight: 210 lbs.***

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# GOIN' ROLLIN'™

# Gemini acquires Nu-Look Products

Gemini Technologies has finalized the acquisition of Nu-Look Products Inc., previously owned and operated by Rick Hoffman. Both companies have been involved in making coin-op maintenance care products for over 15 years.

Gemini is best known for the "blue stuff," otherwise known as CP-100 Pinball Cleaner/Polish, and the company says the addition of Nu-Look products will allow it to offer one of the largest varieties of cleaners, waxes, and polishes in the industry.

Nu-Look products include Sure-Shot Shuffleboard waxes in all the different speeds; Diamond Bright, the pinball playfield cleaner/polish; and Wonder Wax #2 for those who like Wildcat #125 as a playfield cleaner. Other products are rubber cleaners, video screen cleaners, plastic and glass cleaners, silicone spray, and Sure Shot's twin slide puck.

Stop by the company's booth at ACME '96 for product samples. For more information, contact Gemini Technologies at (517) 423-3113; fax (517) 423-8161.

## Shoot to Win

The crew at Laser Storm pose in front of their Stargate laser tag display, which won a first place for best new product at IAAPA '95. From left: marketing director Gene Beuth, CEO Bob Cooney, Carlos Lauchu as Anubis, project manager David Ewert, Randy Marlis of Creative Licensing Corp., and Frank Shaw of Regal Plastics.

# AMOA moving ahead on tobacco issue

Tobacco regulations released by the federal Substance Abuse and Mental Health Service Administration (SAMHSA) may have found favor with AMOA's Tobacco Vending Committee. But those same regulations do pose a potential for legal and regulatory fights on the state level, the association reports.

The regulations put forward by SAMHSA, which is part of Health and Human Service, will set goals and time lines for a reduction of youth access and use of tobacco products and give each state some flexibility in determining how it reaches the reduction target.

A proposal put forward by the Food and Drug Administration (FDA) last year would ban the sale of cigarettes from vending machines. While SAMHSA does define vending machines as one means of distribution, that category would be eliminated by a state or federal ban.

While tobacco regulations put forward by SAMHSA may be favorable to those proposed by the FDA, they still pose a threat in each state.

One of the worries is that while 17 states currently have vending restrictions of some sort or another, the other 33 will have to go through the process in the next three years under the regulations and those which currently have them may tighten the existing law.

In addressing these issues, AMOA's Tobacco Vending Committee has announced its intention to meet with SAMHSA and draft model legislation for states. The committee also planned to draft a response supporting Senator Wendell Ford's (D-Ky.) assessment that SAMHSA's pending regulation is a more reasonable approach to the issue as it allows states to make decisions about the regulation of sales through vending machines.

Cigarette vending machine owners, who have a long history of supporting age restrictions for use of the machines, have been vehemently opposed to the proposed FDA regulations. AMOA adopted policy statements several years ago calling for restricting the use of cigarette vending machines to locations that require patrons to be over 18 years of age and/or where the machines utilize lock-out devices.

# CONGO

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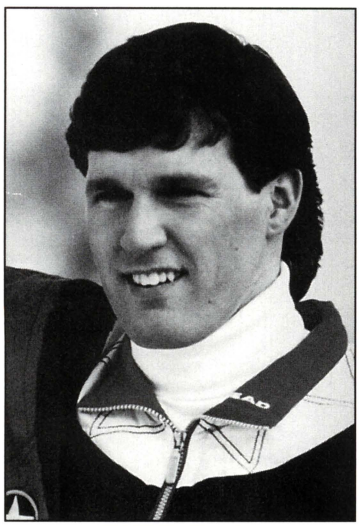
# Nightclub convention brings together hospitality industry

The 19th National Nightclub & Bar Convention and Trade Show brought over 7,000 bar and club owners, operators, and disc jockeys together in Las Vegas, Jan. 8-10, with manufacturers, distributors, and suppliers from throughout the United States and many other countries present.



1994 Olympic Gold Medalist Dan Jansen was the featured speaker at the 19th National Nightclub & Bar Convention in Las Vegas.

Attendees took in 34 in-depth seminars, including several on the coin-op industry, and new business relationships were struck at nightly mixers sponsored by Anheuser-Busch, Coors, Labatt's, Tracoman, High End, ETV, Tooter's, and Hiram Walker.

"Our goal this year was to expand both the size and scope of the show and from all indications we have succeeded," said Nightclub & Bar president Ed Meek.

The trade show floor with over 415 exhibits allowed attendees to see nearly every supplier, distributor, and vendor in the hospitality industry.

Special events included the Coin-Op Invitational coordinated by AAMA; the National DJ Spin-Off coordinated by Dan Miller Enterprises, ETV Network, Promo Only, CORE Music Services, and Southern California Music Services; and a keynote address by Dan Jansen, 1994 Olympic Gold Medalist, sponsored by NLBA and Miller Brewing.

# Micro offers kit and new model

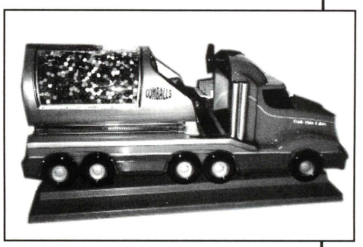
Micro Mfg. is keeping operators' needs in mind by offering alternatives for the best usage of older equipment and tight spaces.

Micro makes it easy to upgrade New Image (*Bonanza, Street Games, Photo Play*) countertops with the *Magical Touch* conversion kit that includes a game board, harness adapter, new cabinet decals, hardware, and manual. Any additional parts required by some versions are available from Micro.

For those limited spots in taverns, truck stops, and arcades, Micro now has the *Mini Upright Magical Touch* designed with easy access to the cash box and all electronics and adjustments. The upright cabinet is a black laminate with standard coin mech and optional bill acceptor. It measures 52" high x 22" deep x 19" wide. For more details, contact Micro, (800) 277-6136.

# NKRA presents awards

***Gumball Tanker* from Kiddie Rides & More/Astro Dist.**

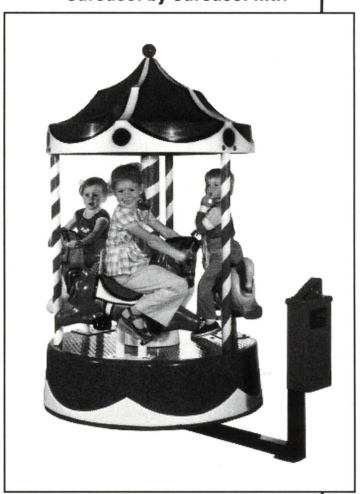


The National Kiddie Ride Association, which represents the largest collective group of kiddie ride operators in the United States, has conducted a poll of its members and presented achievement awards in six different categories.

Over half of the NKRA's members participated in the poll. Plaques were mailed to the winners in February. Here are the results:

**Best New Kiddie Ride Design:** 1st place—*Gumball Tanker* manufactured by Kiddie Rides & More and distributed exclusively by Astro Distributing; co-runners-up—*Batmobile* from Just Kiddie Rides and *Bozo Bus* from Kiddie Rides USA.

***Carousel* by Carousel Intl.**



**Highest Earning Kiddie Ride:** 1st place—*Carousel* from Carousel Intl.; runner-up—*Dino* (of the Flintstones series) from Just Kiddie Rides.

**Best Outdoor Kiddie Ride:** 1st place—*Carousel* from Carousel Intl; runner-up—*Tom & Jerry* from Just Kiddie Rides.

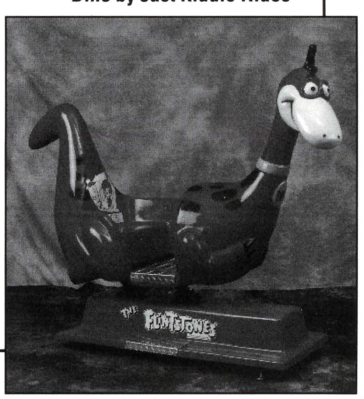
**Best Indoor Kiddie Ride:** 1st place—*Dino* from Just Kiddie Rides; co-runners-up—*Santa Fe Sam* from Coastal Amusements, *Bozo Bus* from Kiddie Rides USA, *18-Wheeler* from Kiddie Amusements; and *Tom & Jerry* from Just Kiddie Rides.

**Best Classic Kiddie Ride** (designed before 1985): 1st place—*Carousel* from Carousel Intl.; runner-up—*Horse* (from all manufacturers).

**Best Kiddie Ride Service and Support:** 1st place—Kiddie Amusements; runner-up—Carousel Intl.

According to Bill Chiles, vice president of the NKRA, the poll was the result of many kiddie ride operators and manufacturers feeling they had been left out of coin-op equipment polls, as well as feeling the rides had not received the recognition they deserve.

***Dino* by Just Kiddie Rides**




Chiles reports that the association enrolled more new members in 1995 than in the previous 32 years.

# CUT THE CHEESE™

**Frolic in the high jinx of our two heroes, Jack™ and Kurt™ in this new comical coin roll adventure. Players of all ages will burst out in laughter as coins fly through the air and plop into the motorized potty. Experience the flush of tickets as players vie to collect all the letters of the J-a-c-k-p-o-t for big payouts. Catch a whiff of the sweet smell of success with Cut The Cheese!**

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  A system that's in use in over 100,00 pinball machines around the world. It's technology your technicians know.
- **Player controlled shaker motor.**
  Players can clear the playfield of any coins that didn't make it to the pot!
- **Operator Adjustable Progressive Jackpot Feature.**
  Spell J-A-C-K-P-O-T for an operator adjustable mega tix award!
- **Large Dot Matrix Display.**
  You've seen the terrific animation our pinball artists can produce. It makes this game impossible to walk past without dropping a coin into the pot!
- **Operator Adjustable BSMT Sound.**
  Light hearted and fun. It's what this game is all about. Adjustable so it won't offend even in the most sensitive locations.
- **Accessible PCB's**
  Mounted to the back service access door making this game easy to get into and out of quickly.
- **Sega Pinball Technical Service and Parts support.**
  They're quickly making a name for themselves as one of the best in the industry.
- **Over sized ticket magazine means fewer trips between restocking.**

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# Worldwide lands *Strikers 1945*

Worldwide Video in San Diego, Calif., has secured the licensing and sole distribution rights to Psikyo Corp.'s aerial combat-themed video kit, *Strikers 1945.*

As Worldwide president Brad Brown explained, "*Strikers 1945* has been the number one game in the category of vertical airplane shooting games, surpassing the earnings of many others on the market. To say the least, we are pleased to offer this game to operators in the United States, with the added benefit that our market is now getting it cheaper than the overseas market did when it was first offered."

The game debuted overseas about six months ago and rose to the top five games in the charts of every market where it was introduced, says Brown.

Worldwide has adopted a unique trade-in policy for *Strikers 1945.* Operators who purchase the game and trade it in by June 1, 1996 will realize a $450 value; if traded by Dec. 31, 1996 they realize a $200 value.

In other Worldwide news, the company has added George Noriega to its staff to assist in providing technical and sales support for customers in Mexico and Central America. Noriega was previously an owner of Norcom Distributing in Chula Vista, Calif. Brown commented, "George brings in both comprehensive technical knowledge and sales ability to our Spanish-speaking clients. We now have the ability to send George to our customers to help them repair PCBs or games at their locations and communicate in Spanish."

In another move to improve service, Worldwide has contracted with Steve McCaul of the new company Global Equipment Exchange to represent its products on the East Coast. Said Brown, "Now our customers will be able to buy directly from us or from Steve (508-585-8600) for the same price."

Worldwide can be reached at (800) 729-6979 or (619) 229-2200; fax (619) 229-2202.

# Birmingham opens in Dania, Fla.

Birmingham Vending Co. now has two offices in Florida: Orlando in central Florida and Dania on the eastern coast. The new 3,500-square-foot Dania facility just opened last month; it is adjacent to Ft. Lauderdale.

According to longtime sales representative Larry Vaughn, "This new office will enable us to better serve our south Florida customers." Vaughn is launching the new office with the able assistance of Richard Gersman. They will be assembling a staff that will include an office manager and technicians.

Charles Caplan, general manager of Birmingham Vending-Orlando advised, "We will have seven technicians on duty from 8:30 a.m. until 5:30 p.m. daily to help with any service problems. The office will handle music, games, and vending equipment.

The address is 1500 Northwest First St., Suite J, Dania, FL 33004. The phone and fax are, respectively: (954) 927-8550 or (954) 927-8950; (954) 927-8510. For service call (800) 330-1233.

# AAMCF honors Brady

Jon P. Brady, president of Brady Distributing, is being honored by AAMA's Charitable Foundation for his years of service to the coin-op entertainment industry. He will be the man of the hour on March 8 at the annual appreciation dinner and banquet during ACME '96.

Jon P. Brady and his dad C.B. Brady.

Jon's father, C.B. Brady, started the company 50 years ago. Jon joined him in the '60s, working his way up from the repair shop into a position of leadership. The company now has four offices: Charlotte, N.C., Memphis, Tenn., Miami, Fla., and Orlando, Fla.

Brady's family, friends, and co-workers will gather for the special salute. C.B. would be proud.

# Diversified and James Industries join forces

Diversified Systems has formed a worldwide representation pact with James Industries for Diversified's Global Bill Acceptor.

Wayne Bozeman, president of Diversified Systems, stated, "This sends a message to our customers that we are very serious about our position in the worldwide bill acceptor market."

Kelly Olewiler, Diversified marketing manager, added, "By having a dynamic team of sales professionals such as the James group on board, we will make a powerful impact on the marketplace. This union will truly enhance our commitment to both sales and support of our customers."

Diversified's Global Bill Acceptor features 12 sensors, bar-coded coupon recognition, security thread recognition, and four-way acceptance.

Diversified's headquarters are in North Las Vegas, Nev. (702) 642-2112; fax (702) 642-2127

# New division added at Quartermaster

Quartermaster Inc. of LaVergne, Tenn., announces the addition of a new division that will produce state-of-the-art plexiglass printing for its own requirements and those of the entire industry.

The company is known for its quality cabinets and video poker and 8-line games. CEO Terry Hayes said, "This new endeavor will allow us to provide our customers with a plexiglass worthy of a Quartermaster-manufactured machine. It also gives us another foothold in the industry, as we are already printing custom jobs and stock runs for other manufacturers. We plan to continue to design and print the best looking glass available."

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# Shining BRIGHT in 96'

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CARIBBEAN HOOK is a one to four player game. The 24 flash values will sequence as players take turns attempting to hook the ring. Players will receive an operator adjustable number of turns. The goal is to accumulate points by timing your swing so the flash value sequence stops on the highest value. Bonus points are awarded for a successful hook of the ring along with the ultimate challenge of five hooks in a row!

ENLARGED VIEW OF RING ON HOOK

Dimensions:
Height: 94"
Depth: 100"
Width: 33"
Weight: 300 lbs.

### FEATURES:

- Brilliant Real-Neon for Maximum Attraction
- NEW C.P.U. with 1 Year Warranty
- NEW Colorful Sound with 40 watt Adjustable Amplification
- Easy Access Service Panels
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- Fully Operator Adjustable
- Patent Pending
- Optional ticket dispenser for promotional events or tournaments
- Optional dollar bill validator

## VEGAS GOLD™

VEGAS GOLD is the Newest and Flashiest addition to our line of roll down games. The heart of VEGAS GOLD is the bright light big city look of animated neon. Win BIG with the random or progressive jackpot. Double ticket payout for double coin entry feature pays up to 1,000 Tickets!! This game is fully operator adjustable.

Dimensions:
Height: 61"
Depth: 48"
Width: 23.5"
Weight: 225 lbs.

## SPIN FOR TICKETS™

A 1 or 2 player game will pay tickets on every spin of the wheel. The player drops in 1 token for 1 spin. The goal is to stop at the jackpot which will pay up to 500 tickets. A True Skill Game!

Dimensions:
Height: 77"
Depth: 26"
Width: 35"
Weight: 250 lbs.

Benchmark Entertainment L.C.™

For More Information call

**1-800-808-8860 ext. 1**

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# Enchanted Castle is back in private hands

Enchanted Castle, the 46,000-square-foot indoor restaurant and family entertainment center in Lombard, Ill., has been purchased from Discovery Zone Inc. by former owner Harold Skripsky.

The family fun complex which first opened in 1983 as a 10,000-square-foot family-oriented restaurant with game room, kiddie play area, and musical stage show underwent major expansions in a 10-year period and was acquired by Discovery Zone in late 1993.

Now Skripsky is the sole proprietor of the famous facility that houses a 625-seat restaurant; Q-Zar laser tag; the million dollar virtual theater The RAGE-Movie 'N Motion ride; ImaGYMnation Station indoor playland; Krazy Bumper Kars; Bowlingo lanes; miniature golf; over 280 redemption, skill, and sport games; and the Midwest's largest redemption center with a choice of over 700 prizes.

Remarked Skripsky, "Exceeding guests' expectations has always been Enchanted Castle's number one goal. As a leader in the family entertainment industry, we are dedicated to bringing the most innovative and exciting entertainment to our family and corporate clientele."

Enchanted Castle in Lombard, Ill., features The RAGE-Movie 'N Motion ride among its notable attractions.

Harold Skripsky

Skripsky received the 1993 state, regional, and national Small Business Administration's Entrepreneurial Success Award for his business history, efficient management of operations, and commitment to the business community. He is a founding member of the International Association of Family Entertainment Centers and currently serves on its board of directors.

## Miss ACME? Scary thought!

While attending ACME '96 in Orlando, Fla., the biggest spring showcase of new games and services, take time to enjoy a side trip to one of the area's major attractions, the 444-acre Universal Studios Florida. Here you will find the Jurassic Park Behind the Scenes exhibit, the Terminator 2 3-D themed spectacular, the new Day in the Park with Barney show, and these adventure rides: Back to the Future, Jaws, Earthquake, E.T., and Kongrontation. For more about ACME '96, turn to page 89.

## Tornado continues spring foosball tour

Tornado Table Sports is on a roll with its spring tour that literally criss crosses the United States in search of the country's best foosball players.

Here is a schedule of the March and April events:

March 8-10— Oklahoma State Championship at Starbucks in Moore; March 15-17—Seattle Open at Charlie Mac's South in Sea Tac, Wash.; March 22-24—Michigan State Championship at Radisson Riverfront in Flint; March 22-24—Wisconsin State WAMO Championships at Ramada Inn Capitol in Madison; March 22-24—Dixie Championship at The Break in Birmingham, Ala.

April 5-7—U.S. Open at Minneapolis Hilton and Towers in Minneapolis, Minn.; April 19-21—Rookie/Amateur Only competition at Starbucks in Moore, Okla.; April 20—Western New York Championships at Boulevard Entertainment Complex in Tonawanda; April 26-28—Illinois State Championships at Liberty Lanes in Carpentersville.

For more information, call the Tornado promotions hotline, (817) 561-0511.

# LEAGUES AND TOURNAMENTS

- ✔ Arachnid created the first soft-tip dart league format in 1977.
- ✔ 16 state regional tournament circuit throughout the US.
- ✔ $250,000 BullShooter World Championship tournament tour.
- ✔ $100,000 ten-event BullShooter Finals.
- ✔ Automatic calculation for NDA "SPRE" and points per round.

# PRODUCT AND TECHNOLOGY

- ✔ The leader in modem-based communications between office computers and route equipment.
- ✔ Dart, hattrick, triple, win, bust and coin-op sound selection
- ✔ Operator selectable features without flipping switches
- ✔ --Automatic player change
- ✔ --Single/double bullseye
- ✔ --Missed dart detector
- ✔ --Coins per credit

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# SUPPORT AND PROMOTION

- ✔ Seven trained league specialists available to operators for software setup, league management, promotion and tournament operation.
- ✔ Top Gun Challenge promotion that rewards players at the local level and advances to a $15,000 final.
- ✔ BullShooter Magazine
- ✔ Software Bulletin Board and
- ✔ Tech Tips Newsletter

# NEW GAMES AND AUTOMATIC HANDICAPPING

- ✔ Exciting new games --
- ✔ Wild Card Cricket
- --Cricket with a Surprise
- ✔ Bermuda Triangle
- --A Game You Can Get Lost In
- ✔ Automatic Handicapping gives "spot" darts during league mode.

Arachnid INC

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# Gaming Notes

✏Hearings were scheduled for late February on a bill that would legalize video gaming machines in taverns and bars in Wisconsin. State Assembly Speaker David Prosser wants to discuss the issue even though there are questions about its constitutionality as well as projections of revenue losses. Three hearings were to be held across the state.

✏Video Lottery Technologies reported an order for an additional 1,075 video lottery terminals for lease to the Oregon State Lottery at a value of $6,750,000 over a five-year period. The order represents a 26 percent increase in the number of terminals leased by the state agency from the company.

✏WMS Gaming recently supplied 570 Williams *Platinum FX Series* reel spinning mechanical slot machines under a five-year lease to the Delaware State Lottery, the regulatory body overseeing the procurement of gaming machines for the state's harness and thoroughbred race tracks.

# Washington agenda

☛ A bill introduced in the House of Representatives that would create a national commission to study gaming passed out of the House Judiciary Committee and was referred to the House Natural Resources Committee for further review. A vote on the House floor was expected in late February.

☛ Proposed legislation by Rep. Cleo Fields (D-La.) which would levy a five percent tax on the proceeds of wagering has also been referred to the House Resources Committee. The money would be earmarked for education. AMOA public affairs manager Laura Olson reports that Field's staff is still considering how the law would apply to tribal gaming.

☛ Conferees working on the telecommunications bill were trying to reach a compromise last month on several sticking points, including a proposal to auction off several different broadcast bands.

☛ While no hearing date had been set on OSHA reform, Senate Majority Whip Trent Lott (R-Miss.) has indicated that the issue is tentatively on the legislative schedule for late spring.


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# On the move and online

- IAAPA is now on the World Wide Web. The association is working with Kinekom, a digital communication studio, to create a Web site. Look for it at http://www.iaapa.org
- Namco held a cocktail party in late January to celebrate the opening of a new European headquarters at Acton Park Estate, The Vale, London W3 72E.
- HMS Monaco and HMS Plush Packs have relocated the New York corporate offices and warehouses in order to better serve its valued customers, informs the company's Bruce Haber. The new address is 214-224 W. 29th St., New York City, N.Y. 10001; (800) 777-0901 or (212) 239-870; fax (212) 239-8434.
- Universal Mfg., maker of charity game tickets, recently announced its presence on the Internet with a Web site at http://www.jarodo.com
- American Sammy has a new area code due to increase demand for numbers in the Chicago area while retaining the rest of its phone number. The new number is (847) 364-9787; fax (847) 364-9831.
- Incredible Technologies was also affected by the area code addition in the Chicago vicinity. The company can be reached at (847) 870-7027; fax (847) 870-0120.
- HanaHo Games has relocated to 13854 Bentley Place, Cerritos, CA 90703; (310) 483-1414; fax (310) 483-1448.
- Michael Getlan reported Amusement Consultants Ltd.'s new Web site at http://www.amusementconsult.com that includes a history of the Getlan family company as well as valuable information on the Amusement Industry FAQ page. Electronic job applications for both technicians and managers can be found, along with links to other amusement industry sites, and an ongoing dialogue concerning the business. ▲


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MERIT EASY-PAY PLAN

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Distributors just don't stay in business for **63 years** unless your customers trust you to help them make money in both the good times and the bad.

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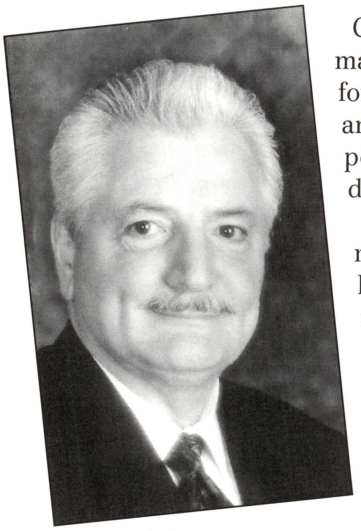
# CashCode appoints Kinder



Steve Kinder

CashCode Inc. of Ontario, Canada, maker of currency handling systems for the amusement, gaming, lottery, and vending industries, has appointed Steve Kinder as national director of sales.

Kinder will head up CashCode's new line of high-security banknote validators currently being manufactured for the currencies of the United States, Canada, Mexico, Brazil, Colombia, and Argentina. He will be responsible for broadening sales in North America.

According to Kinder, "From the first time I saw CashCode's bill validator, I realized it's going to revolutionize the way we handle and recognize currency."

Kinder has 35 years of experience in sales and marketing experience in the gaming and amusement industries. He was JCM American Corp.'s director of sales for the last four years and Mars Electronics Intl.'s national sales manager for amusement, gaming, and lottery for five years prior to that. To reach CashCode call (905) 669-cash; fax (905) 669-code.

# Play-By-Play names Slattery, Alcantara

Play-By-Play Toys & Novelties Inc. has appointed P. James Slattery as vice president and director of Far East operations, and Lora Alcantara as vice president of premiums, promotions, and product development.

Slattery is currently the managing director of Earth Industrial Public Co. Ltd. of Bangkok, Thailand. He is expected to relocate to Hong Kong this month to establish an office for Play-By-Play which will be responsible for product development, purchasing, and expanding the Far East vendor base in Southeast Asia.

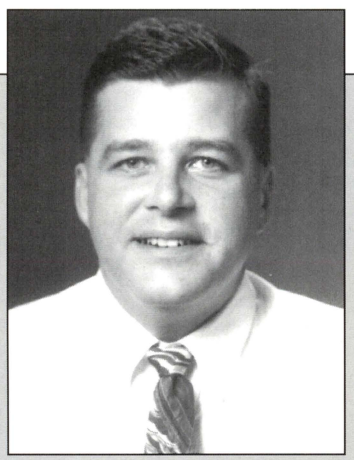
Slattery's career spans 25 years in the toy industry and includes positions with Fisher Price Toys, CBS toy group, Coleco, Bangkok Toy for Hasbro, and GUND Inc.

Alcantara has over 15 years of experience in the toy industry. She will be responsible for product design and development and will coordinate new product concepts with Far East operations. She joined Play-By-Play in 1994 as director of design.

Alcantara has held positions with Commonwealth Toy and Novelty Inc., LJN Toys (a division of MCA), Sterling Plush Inc., and Well Made Toy Mfg. Corp.

Play-By-Play's homebase is in San Antonio, Texas; (210) 829-4666; fax (210) 824-6565.

# Griffith joins Bob's Space Racers



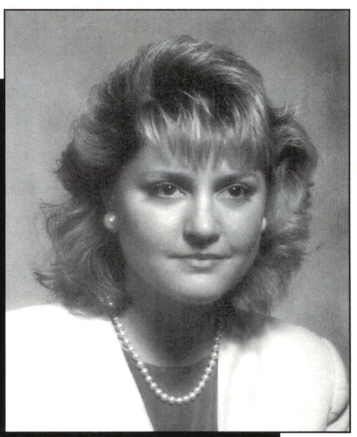
Mike Griffith

Twenty-year amusement industry veteran Mike Griffith has joined Bob's Space Racers as a sales representative.

Griffith knows the entertainment business from the location level, having started as a games and arcade manager and later moving up to director of games and food concessions at Kentucky Kingdom.

Said Bob's Space Racers' president Jack Mendes, "The addition of Mike to our sales force will help us maintain our commitment to personalized customer service. He brings a wealth of experience that can benefit our customers." Griffiths can be contacted at (904) 677-0761; fax (904) 677-0794.

# Greene opens new consulting firm



L.J. Greene

**Marketing specialist L.J. Greene has opened her own consulting company in the Chicago area to specialize in product licensing, promotions, sales programs, tournaments, video presentations, and trend analysis.**

**The firm, Catalyst Marketing Unlimited, is located at 575 W. Madison Tower II, Suite 360B, Chicago, Il 60661; (312) 902-2255; fax (312) 902-2552.**

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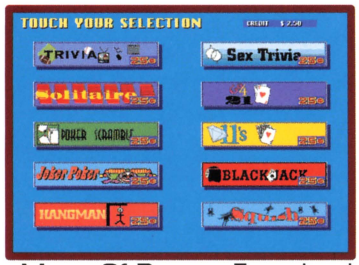


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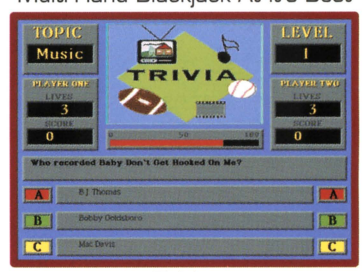


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Jolly Backer

# Backer moves to Island Design

Jolly Backer has been appointed to the post of executive vice president of sales and marketing at Island Design of Windsor, Calif., the company behind the development of the *Spider Stompin'* and *Spider Splattin'* redemption games. The appointment was effective Feb. 15.

Backer is an industry veteran who most recently held the position of vice president of coin-op sales at Jaleco USA Inc. In his career he has also been with Capcom and Data East.

John Noland, president of Island Design, commented, "We are very proud of have Jolly on our team. He is well known and well respected in the industry, and he is a welcome addition to our staff."

Backer added, "I'm very happy to be working with a young American company with exciting new ideas for the coin-op market."

Island plans to introduce its new *Tortoise and the Hare* redemption game at ACME '96. The company continues to manufacturer *Spider Stompin'* and *Spider Splattin'* with Jaleco as exclusive distributor.

Backer can be reached at (707) 837-0588; fax (707) 838-4445.

# Midwest adds Pipp

**Midwest Amusement Corp. of Elk Grove Village, Ill., has appointed John Pipp as its sales manager. Pipp will oversee all product licensing and sales activities for the U.S. market and assist Yoshi Nakanishi with international sales.**

**According to Pipp, the new company will first focus on licensing games and bringing them to the U.S. market. In the near future plans are to manufacture their own line of redemption and video product.**

**Before joining Midwest, Pipp was with Taito America for eight years handling West Coast sales, customer service, and distribution. He can be reached at (708) 364-4380; fax (708) 364-1183.**

# Ideal selects Smith

Ideal Software Systems Inc. has named Marty Smith as marketing director for the company's entertainment division. Smith will spearhead marketing efforts for Ideal's entertainment center software and start a new division for consulting.

Smith brings 17 years of experience to his new post. His background includes arcade management, route operations, and distribution sales and management. He was formerly the general manager of Brady Distributing's Florida offices.

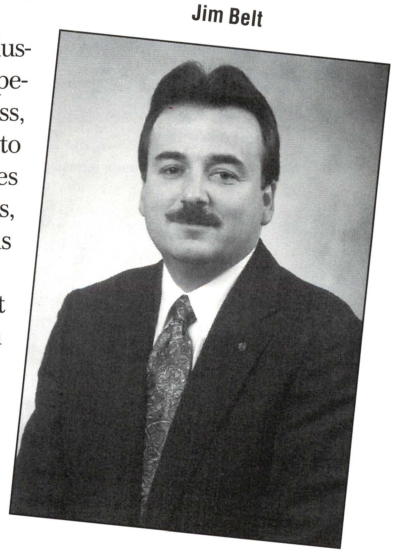
He plans to combine his broad base of experience with the Ideal product to help new and existing family entertainment center locations by analyzing and meeting their business management, equipment purchasing, arcade layout, and software needs."

According to Smith, "Most FEC owners haven't made the commitment to computerize their locations for lack of confidence in a product. My job is getting the program in front of the customers. Then our system and the company's support will sell itself." Smith can be reached at (800) 964-3325, ext. 112.

# Belt joins Bromley

Jim Belt has joined the staff of redemption and novelty game manufacturer Bromley Inc. as sales manager. He will be responsible for all the coin-op distributors in the United States and Canada plus support for product sales overseas.

Jim Belt



Belt has been in the coin-op industry more than 18 years and has experience in all aspects of the business, from manufacturing to marketing to sales. He has worked on the sales teams of American Laser Games, Taito America Corp., and Williams Electronics Games.

Said Lauran Bromley, president of Bromley Inc., "Jim is coming on board at a new and exciting time for our company and the coin-op industry." Bromley's current line of games includes the popular *Colorama, Derby Dash, Super Wheel 'M In*, and *Super Rock N' Bowl.*

Belt commented, "The redemption market is becoming a staple for the arcade side of the business. Where you have pool tables and darts as staples for street locations, most arcades need redemption. They are not going to survive unless they balance the good videos with select redemption titles to bring in the players and give them the best entertainment value for a token."

Belt's Bromley office is in the Chicago area. The phone number is (708) 582-8784; or fax (708) 582-8785.

In other Bromley news, the headquarters in Northbrook. Ill., has a new area code: (847) 509-0240; fax (847) 509-0242.

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The Fun Merchants family of cranes. The most dependable crane in the industry. The outstanding workmanship that goes into each and every part, guarantees our cranes are built to last. Proven reliability for over sixty years has made us the industry leader.

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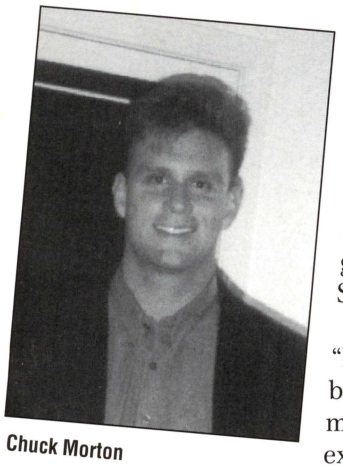
# Acclaim appoints Deith and Morton

Acclaim Coin-Operated Entertainment has announced the appointment of two new executives to expand the reach of the arcade game division: Leon Deith and Chuck Morton. Both will report to vice president of sales Ron Carrara.

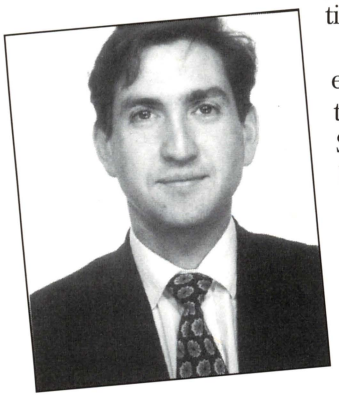


Chuck Morton

Deith has been selected to fill the position of European director of sales; Morton has been named regional sales manager in the United States.

Said company president Tom Petit: "Leon's extensive European sales background provides Acclaim with many new outlets for our scheduled expansion abroad. As for our continuing efforts in the United States, we are confident that Chuck will help define Acclaim's leadership roll in the coin-op marketplace."

Deith will be based at Acclaim's United Kingdom office in Knightsbridge, London, and will be responsible for developing a distributor network throughout European, Middle Eastern, and African (EMEA) markets for both Acclaim coin-op games and Lazer-Tron, the company's ticket redemption game subsidiary.



Leon Deith

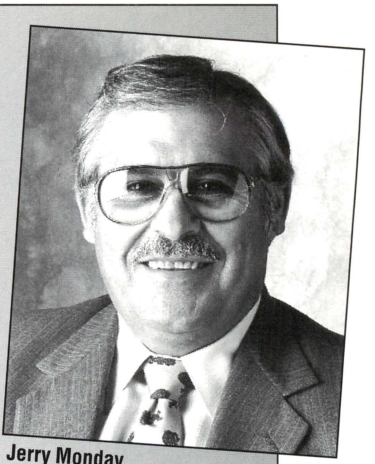
Prior to joining Acclaim, Deith was export/general sales manager for Deith Leisure LTD, a subsidiary of the Sega Group, where he was responsible for the development and expansion of EMEA markets. In addition to spearheading export plans for Sega, he also expanded markets for KW Systems, Maygay Machines LTD, and Sound Leisure, among others.

Morton will lead Acclaim Coin-Op's sales efforts for the eastern half of the United States. Before joining Acclaim, Morton was national sales manager at H. Betti Industries where he was responsible for all aspects of sales and marketing for Blockbuster, Discovery Zone, and Edison Brothers, among others. Morton was also on the development team responsible for new game concepts for the coin-op marketplace.

Prior to service at H. Betti Industries, Morton was director of sales and marketing at Alternate Worlds Technology, a company specializing in virtual reality entertainment. At Acclaim, he will be responsible for developing and maintaining distributor relationships for Acclaim and Lazer-Tron.

# Monday takes Southgate post

**John Gatens, president of Southgate Amusement and Vending, has announced the appointment of Jerry Monday as the new general manager of both the San Antonio and Houston offices.**

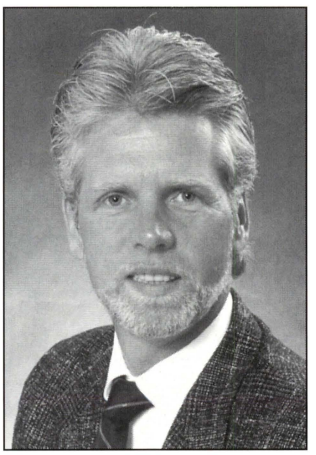


Jerry Monday

**Monday, who most recently ran his own company, Century Vending in Gardena, Calif., has been in the coin-op industry for many years. He was previously with Nintendo of America and Betson-Pacific.**

**Gatens called Monday "a Texan who went astray for awhile." referring to the fact that Monday was born in the Lone Star state. "Our business has been growing and we needed someone with experience," said Gatens. "Jerry certainly fits that description. I am happy to have him with our company."**

**Monday and his wife Sue are house hunting in the San Antonio area and will be settled in shortly. Monday can be reached at the Southgate San Antonio office, (210) 225-3844; fax (210) 228-0423.**



Steve McCaul

# McCaul starts Global Coin

Steve McCaul has departed Mondial Distributing in Norwood, Mass., and formed a new company, Global Coin Equipment Exchange, in Kingston, Mass.

McCaul, a well-known arcade consultant and redemption specialist, has logged 25 years in the industry. While at Mondial he advised operators on ground-floor planning and the purchase of coin-op equipment for new family entertainment centers. In addition, he hosted numerous redemption seminars along the East Coast to familiarize operators with the benefits of adding redemption equipment to their routes.

McCaul commented on this new endeavor and the importance of redemption equipment: "Redemption has been around for 90 years, and is a strong steady income that operators should be looking at. I feel I can guide my customers in that direction and increase their profits."

A background in operating has served McCaul well. He will continue to work with operators, distributors, and new and existing manufacturers of all types of coin-op equipment.

The Global office is located at 164-I Summer St., Suite 160, Kingston, MA 02364; (617) 585-8600; fax (617) 585-8399. ▲

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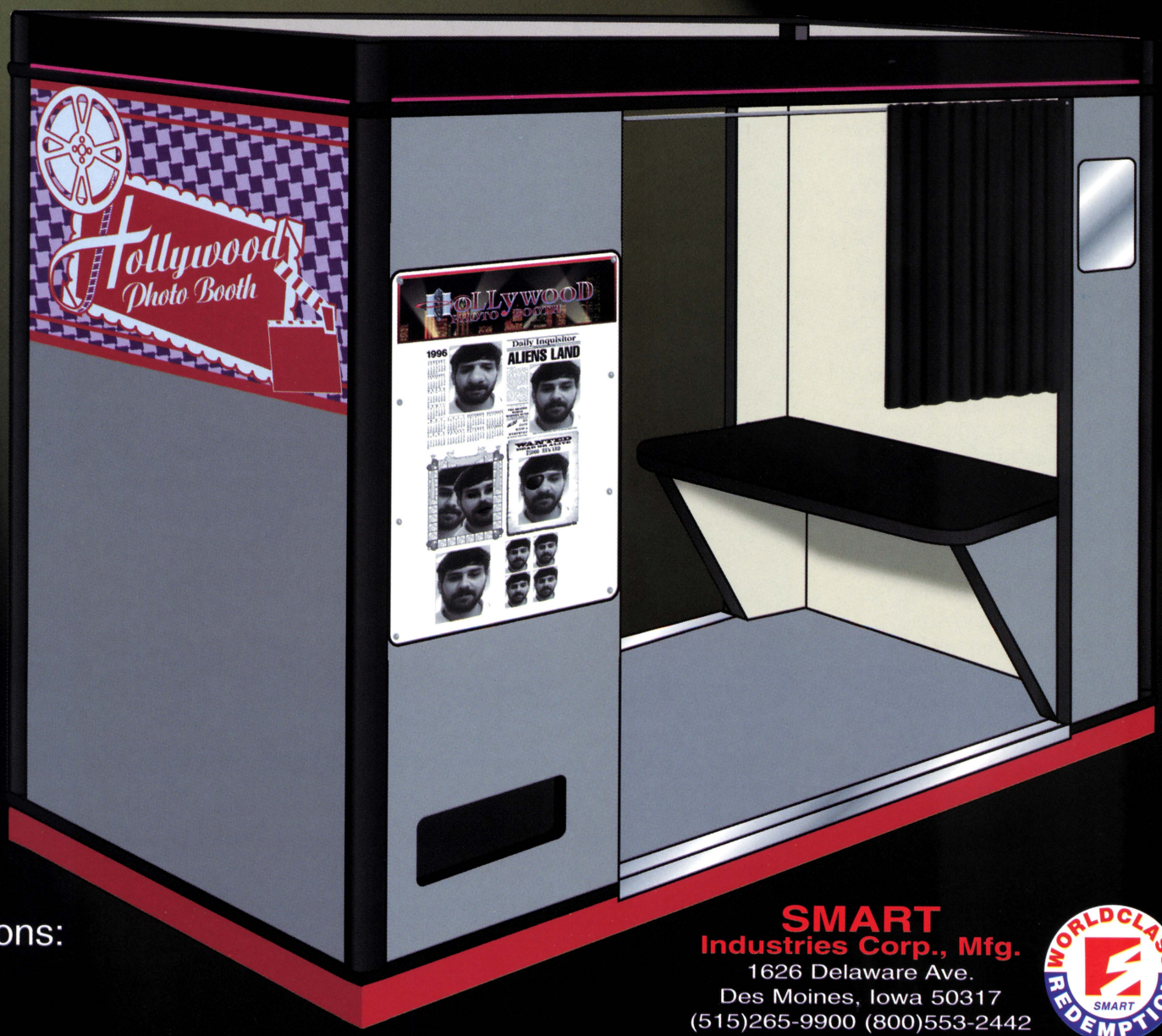


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WORLDCLASS SMART REDEMPTION

# Beyond the Playfield

**Sega Pinball spreads its wings:** While the sign on the outside of the building says Sega Pinball, the plant inside produces much more than pinball games. In addition to its popular *Apollo 13* pinball, the Sega Pinball division is also helping produce Sega's video driving game, *Indy 500 Twin.* Said Gary Stern, president of Sega Pinball, "Soon we'll begin production of a line of redemption games. This variety allows us to exploit opportunities in a diverse range of product types to ensure our factory continuously operates at its optimum level." Pictured in the Sega Pinball factory, (l-r): Joe Paliferro, Emmanuel Kurian, Albert Ford, Paul Johnson, and Arnie Aarstad, the "pit crew" getting *Indy 500 Twin* machines ready to ship.

**Where is Frank Ballouz these days?** Above: Here Frank joins industry friends Jerry Marcus of Atlas Distributing-Chicago (l) and Kevin Hayes (c) of Namco at Namco's distributor meeting in January where the company debuted *Time Crisis. Dirt Dash,* and *Soul Edge.* Frank has stayed close to his industry roots; he also attended IAAPA last fall. Below: George Smith of Namco chats with Jon W. Brady of Brady Distributing at the event.

**Play Meter president Carol Ann Lally** recently became Mrs. Alfred Barnes Longacre in a wedding ceremony at St. Dominic Catholic Church, followed by an elegant reception at the famous Blue Room of the Fairmont Hotel in downtown New Orleans. The entire Play Meter staff, plus family and friends, were present for the occasion. In true Southern tradition, the happy couple posed for a picture beneath moss-draped oaks in City Park. Mr. Longacre is the owner of a unique toy store, The World's Best Toys, which will soon open its second location. Barnes is well on his way to joining coin-op circles—he has added a giant gumball machine and a kiddie carousel at the front of his main store. Congratulations Carol Ann and Barnes!

# GHOSTHUNTER

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Have you ever wished that your latest video game could hold it's earnings like your best redemption pieces? Is another fast coin game going to make a difference in your arcade? Or is it time for a game that offers play value for your money? Hanaho Games is now offering video, redemption, and play value, with their new game, Ghosthunter. Non violent family fun and entertainment. Zap the ghosts and collect your tickets.

## Features:

Easy, on screen setup, includes accounting, gun alignment, payout control, hardware setup, etc.

Industry standard components, mechanical counters, Deltronics dispensers, Happ Controls guns and parts, etc.

Flexible, operator adjustable payouts.

Self adjusting difficulty control to encourage play from all ages.

Hanaho Games patented linking system. Link up to 16 players to create larger progressive jackpots.

More than 20 different ways to win tickets including secret bonuses.

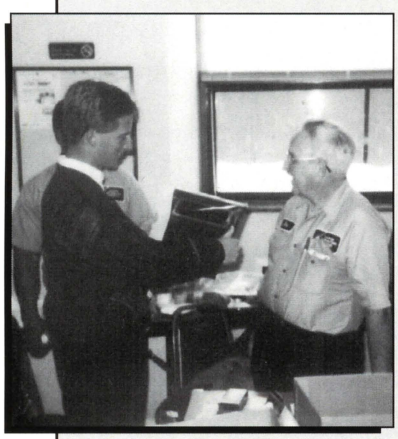
A dual player, non violent, family oriented game.

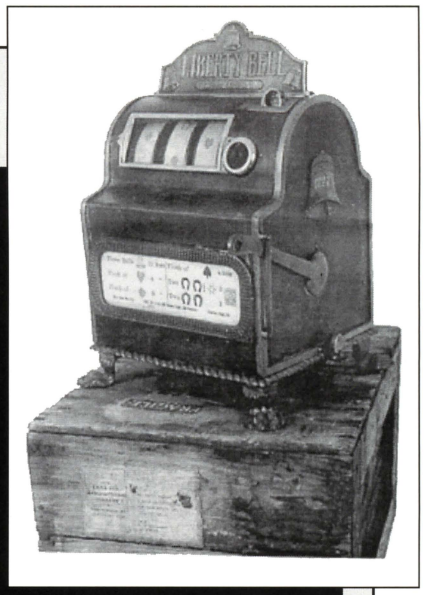
HEIGHT: 69"
WIDTH: 29"
DEPTH: 60"

**HANAHO**
GAMES USA, Inc.

13854 Bentley Place. Cerritos, CA 90703.
TEL: (310) 483 1414 FAX: (310) 483 1448

**John Quaintance of Shaffer Distributing Co.** of Columbus, Ohio, has devoted a lifetime of service to the amusement industry—50 years to be exact. This accomplishment was recognized on Dec. 15, 1995, when John retired. He was honored by the staff and presented with the new "John Quaintance Employee of the Month" plaque by Scott Shaffer. John has been with Shaffer all but 17 years of its existence, joining the company at age 17. He has worked with four generations of the Shaffer family: Estel, Ed, Steve, Andy, and Scott. The fifth generation is on the way with Andy's newborn son Drew. John has been the backbone of Shaffer's outstanding service department, admired and respected by his fellow workers and the company's customers. Enjoy retirement John; you deserve it!



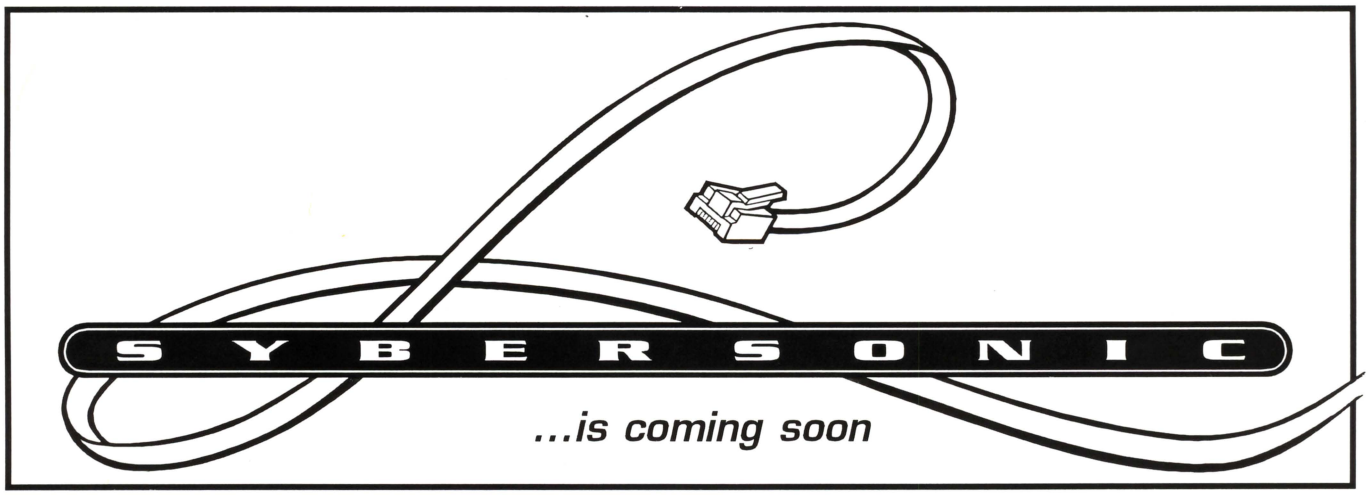



**Stan Harris parts with Fey Liberty Bell:** Unless you are a collector of rare coin-op devices you may not know much about the *Fey Liberty Bell,* 1905's first fully automatic payout three-reel machine from which came the term, "one-armed bandit."

Here's a little background: Karl (Charles) Fey, an electrician and native of Bavaria who settled in San Francisco, was an innovator. His "trade stimulator," as automatic gambling machines were known at the time, was made of a cast-iron cabinet on claw feet. Reels were adorned with card suits, horseshoes, bells, and star symbols, and the cost of play was one nickel. Fey named his machine after America's Liberty Bell. When the San Francisco fire of 1906 nearly destroyed the city, only a few Fey machines survived. Later a deal was struck with the Mills Novelty Co. which introduced the *Mills Liberty Bell*, an elaborate and improved version of Fey's design.

Recently, Stan Harris, former owner of Stan Harris & Co. in Philadelphia, put his *Fey Liberty Bell* and other unusual pieces up for auction in Homewood, Ill,, at the James D. Julia Auction. It is uncertain whether four or six of the Fey Liberty Bell machines are still in existence. The going price for Harris' machine? Frank DeMayo's bid of $130,000.

According to Bill Kurtz in "Slot Machines and Coin-Op Games: a Collector's Guide to One-Armed Bandits and Amusement Machines," Fey was "perhaps the single most creative genius in the early period of slot machines." Nic Costa said in his book, "Automatic Pleasures: the History of the Coin Machine," "Fey's genius was not one of invention but rather innovation, which made use of a number of previously existing elements in combination to produce a new machine, the end product of which was the creation of one of the most tantalizing of all gambling games." ▲



By working together with strong international partners, BWB has rapidly become one of the best selling amusement machine manufacturers in Europe and is establishing a reputation Worldwide for setting new standards in coin operated entertainment.

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305-621-1415
FAX 305-624-5278

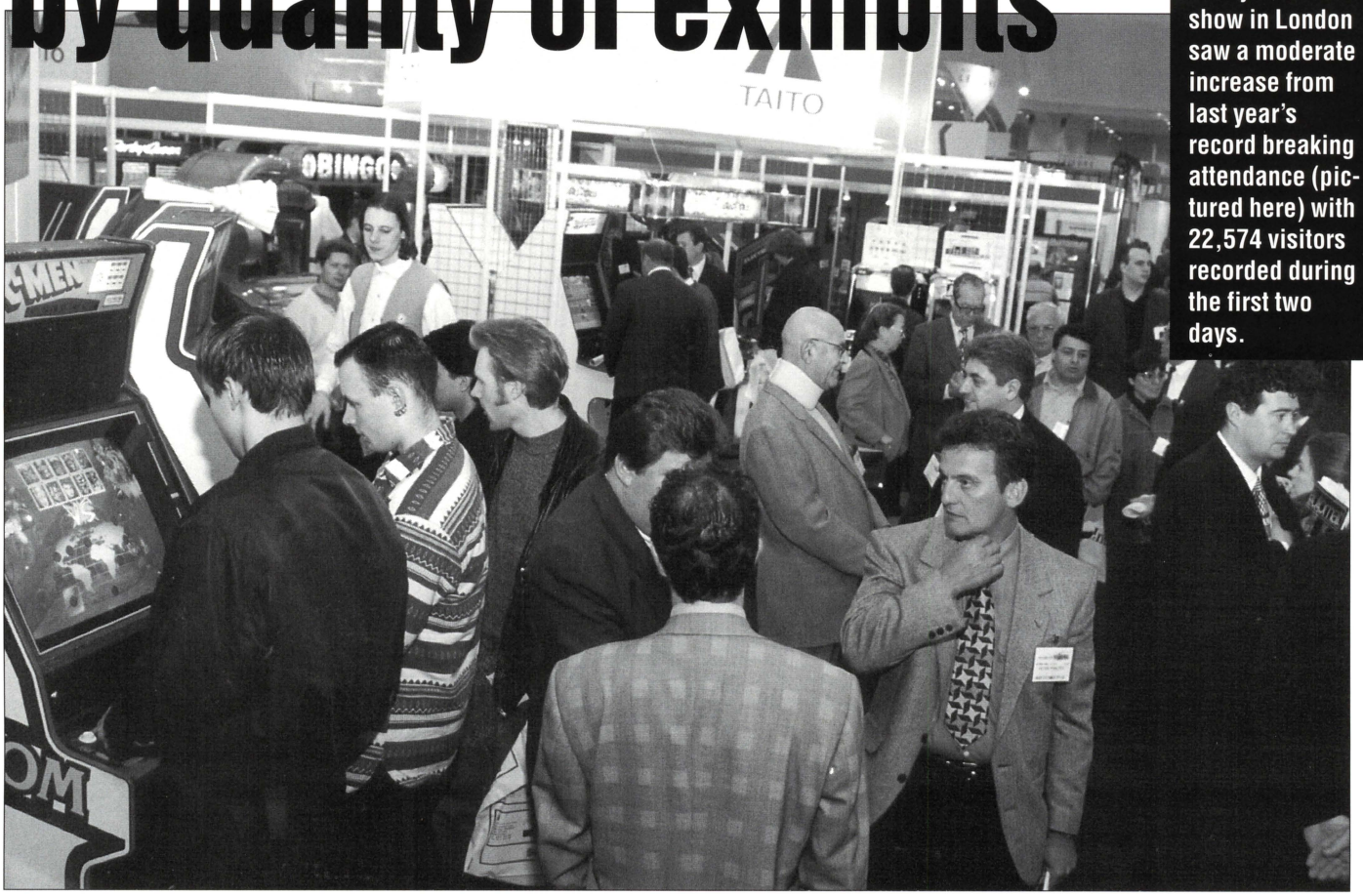
1584 TWO PLACE
MEMPHIS, TN 38116
901-345-7811
FAX 901-398-0578

2708 YORKMONT RD.
CHARLOTTE NC 28208
704-357-6284
FAX 704-357-1243

4225 34TH ST. SW
ORLANDO, FL 32811
407-872-1666
FAX 407-872-1667

TEL: +44 (0)1636 707000 FAX: +44 (0)1636 702758
BWB NEWARK LTD, WELBECK HOUSE, CLIFF NOOK LANE, NEWARK, NOTTS, NG24 1LY

# ATEI attendance matched by quality of exhibits




This year's ATEI show in London saw a moderate increase from last year's record breaking attendance (pictured here) with 22,574 visitors recorded during the first two days.

At the close of this year's ATEI show in London, show chairman Sonia Meaden celebrated the event's success by praising the industry both for its technological innovation and growing status.

"I feel that this year there is something more important than the general statistics no matter how impressive they are," she told members of the trade press. "The balance of quality, quantity, and diversity achieved by all those participating in ATEI '96 has established the show as one of the master exhibitions in the world amusement industry.

"For this we pay tribute to the exhibitors and visitors alike," she continued. "They have provided ATEI's most important indicator of all. 1996 could well be the industry's most inventive and vibrant year for some time."

In addition to innovative product, Meaden noted the internationalism of the show in terms of increased numbers of overseas exhibitors and attendees; the constructive approach to deregulation the industry is taking and the positive manner challenging legislation is being met with; and the developing mood of consultation seen by an increased number of forums between industry representatives and their public officials.

"For the exhibitor I believe we have provided our best ever service; for the legislator, ATEI is a forum to consult our industry; for the buyer the show—with its new Parks, Rides, and FECs section and top quality casino exhibition—has placed on display every element of the amusement industry; and to the visionaries in our industry, we have provided an excellent platform for discussion, consultation, and a basis for sound and progressive decision making."

However Meaden cautioned against complacency and said the show would continue to grow in order to meet the needs of all interested parties.

Interim figures at press time, based on the authorized Clicker System, showed a moderate increase from last year's record breaking attendance with 22,574 visitors recorded during the first two days.

Overseas visitors pre-registering for the show totalled 3,496, approximately 15 percent more than the previous year and almost 70 percent more than 1994. The show itself reached full capacity with 30,000 square meters of floor space booked, and the brand new Parks, Rides, and FECs section saw 53 exhibitors showing their wares.

**Look for more coverage and photos of the show in next month's issue of Play Meter.**

# GOLDENEYE

SEGA PINBALL'S GOT A NEW GAME WORTH IT'S WEIGHT IN GOLD.

TOP GROSSING BOND FILM OF ALL TIME!

**Nobody does action like James Bond. *007* has teamed up with Sega Pinball to bring you a game that will have your pulse racing and your palms sweating.**

**Loaded with features you'll swear were created in Q's lab, "James Bond, Golden Eye, The Pinball" has got what it takes.**

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Sega Pinball, Inc.
1990 Janice Avenue
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708/345-7700
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# IT'S PINBALL LIKE YOU'VE NEVER PLAYED IT BEFORE...

The magnet save gives you a short reprieve from death! You've got to hit the Eject or Die target before the timer runs out to continue play! Remember, a license to kill is also a license to die!

A ball capturing satellite is scanning the playfield for your pinball. Enter its range and watch your pinball get drawn in! Hit the disappearing ramp before it drops back into the playfield and leaves you with no escape!

**These, along with features too numerous to mention, make "James Bond, Golden Eye, The Pinball" a sure fire hit in any location!**

**Be warned, after playing this game you may develop an uncanny desire for a Brioni tuxedo and a martini...shaken, not stirred.**

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SEGA PINBALL, INC.
Sega Pinball, Inc.
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# Explore the Land of Opportunity

**Visit Asia's Premier Show for the Amusement Business!**

Asia's coin-op industry is growing rapidly. Want to know more about it and how you can get involved? Take part in GTI EXPO '96.

GTI expo'96

GAME TIME INTERNATIONAL EXPOSITION
TAIPEI TAIWAN 29/30 JUN. 1 JUL. 1996.

- *GTI EXPO, Taiwan's largest trade show for game machines, is considered the country's official show for the amusement machine industry.*
- *6,500 sq. ft. of exhibition space still available, but it's filling up fast, so apply now! The deadline to qualify for exhibit space is Saturday, April 15, 1996.*
- *The GTI EXPO is open to trade only on July 29 and 30th. Please note that the last day of the show, July 1, will be open to the general public.*

Dates: June 29,30~July 1, 1996
Places: Taipei World Trade Center, Exhibition Hall B
No. 5, Hsinyi Rd., Section 5, Taipei, Taiwan.
Sponsor: China Hi-Tech Amusement Machine Association
Co-sponsor: Haw Tian Co., Ltd. --Taiwan Slot Magazine
--Game Time International

Contact: TEL: 886-2-760-7407
FAX: 886-2-762-3873
**Overseas Department Angie Huang**

# Canadian Coin fills the bill for Williams

As part of a new distribution strategy in Canada, Williams Electronics Games has announced an agreement with Canadian Coin to distribute the Midway line of video games in that country.

"We recognized changing conditions in the Canadian marketplace and Canadian Coin is a distributor with the ability to meet our needs," said Rachel Davies, director of sales for Williams. "We are very excited to be able to add them to our team of successful Canadian distributors."

Starburst Coin Machine and Laniel Automatic Machines also carry the Midway line in Canada. As part of its new strategy Williams has also expanded its relationship with Laniel for the distribution of pinball games. Laniel will now exclusively carry the Williams and Bally line of pinball games for all of Canada.

# Ray defends its AWP monopoly in Finland

Changes in Finnish law and implementation of European Union stipulations have not eroded RAHA-AUTOMAATTIYHDISTYS' legal monopoly on redemption and AWP machines, the company asserted last month.

The company, known as Ray or Raha, said that any interpretations to the counter are "based on biased and consciously misleading information and should only be considered as aggressive attempts at getting into a lucrative business."

At one time the company held a monopoly over the operation of all amusement devices, with the exception of jukeboxes and certain other games. But a law passed last year as a result of Finland's joining the European Union changed that, opening up the operation of coin-op machines that do not award prizes.

As a result Ray formed Pelika RAY Oy to consolidate its redemption and AWP operations. However, several complaints have reportedly been filed with the European Union Commission challenging the continued validity of the company's monopoly.

Some funds generated by these operations are distributed to voluntary health and welfare organizations in Finland, and Ray says those funds help hundreds of groups and promote the welfare of "tens of thousands of people in Finland."

**The Emporium, a newly opened FEC in Paris, is complete with the latest flight simulators, driving games, sports games, edutainment attractions, and virtual reality machines.**

# New center brings high tech to Paris

In a city already known for its famous landmarks, a firm specializing in arcades and video game rentals has opened a 2,000 square meter family entertainment in the heart of Paris, France.

Society Jeux Video opened the two-story FEC, called the Emporium, complete with the latest flight simulators, driving games, sports games, edutainment attractions, and virtual reality machines.

The location is themed to represent a space craft, and customers become Cybernatiens who are guided on their entertainment adventure by navigators. A smooth experience is made possible by technicians, now known as ingeniors.

Other features at the Emporium include access to the Internet, a bar serving "smart drinks" and "space food," and newly developing multimedia entertainment.

# SNK president moves up to chairman's post

The longtime president of SNK Corp. in Japan, Eikichi Kawasaki has assumed the post of chairman, and company vice president Yoshihiko Kodo has taken his place as president, Game Machine reported.

The changes are reportedly intended to strengthen the company's management strategy, as well as game development and sales subsidiaries in both Japan and abroad.

Kawasaki has served as president of the company since its founding in 1978. As a result of the changes he becomes chairman with representative rights.

KONAMI

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- 3 EXCITING COURSES.
- CHOOSE FROM 4 STOCK OR TURNED CARS.
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- FEEDBACK STEERING ALLOWS YOU TO FEEL COLLISIONS.
- LINK UP TO 4 DELUXE OR 2 TWIN UNITS.
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| MODEL | DELUXE (1 PLAYER) | DUAL (2 PLAYER) |
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| DIMENSIONS | 45" W X 74" H X 93" D | 57" W X 74" H X 54" D |
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# Show to target Indonesian market

The 1996 Indonesian Theme Parks & Leisure Developments Conference, held March 18-20, at the Hilton International in Jakarta, will focus on theme park and entertainment developments in that country.

Indonesia currently boasts two world-class theme parks, Dunia Fantasi and Taman Mini, and show organizers say the market potential for further development should not be underestimated.

The World Tourism Organization estimates that in 1994, 54 million tourists visited the Asia Pacific region, and the Indonesian government is aggressively promoting the tourism industry.

By 1999 the country expect to see 6.5 million tourists come through its borders. Coupling this with an expanding domestic travel demand among the country's 193 million residents produces abundant opportunities for the amusement industry, show organizers note.

The conference is an offshoot of the Asia Pacific Theme Parks Conference and Exhibition, organized by AIC Conferences Singapore. Issues on concept development, design, feasibility studies, financing, management and operations, and case studies of upcoming projects will be addressed.

For more information, contact AIC Conferences Jakarta at 62-21-521 3423; fax 62-21-521 3423.

# Conference on trends held with LeisureASIA

The third week of this month will see a comprehensive conference on entertainment trends, TiLE Asia, held in conjunction with the LeisureASIA '96 exhibition in Singapore. A total of 60 leisure experts from 19 different countries will speak at TiLE Asia (Trends in Leisure and Entertainment).

"What is different about this conference is that it is all encompassing," said conference chairman Emmanuel Mongon. "While other conferences focus on a section within the industry, we have designed the conference to cover most, if not all, aspects of the leisure industry and all countries within Asia are represented in some way."

Some of the topics covered will include: consumer demands for leisure in Asia; finance—the economic realities; indoor multicomponent entertainment developments in Asia; planning of Asian museums for the future; uniqueness of Asian design; culture—tall is beautiful; successful operations after opening; Asian resorts in the next 25 years; environmentally responsible leisure facilities; trends in science centers; high-tech applications in the leisure industry; the future of family entertainment centers; and trends in live entertainment.

"Not only are the topics all encompassing, we believe that networking after and during the conference is an invaluable tool for all participants concerned," continued Mongon. "We have therefore invited a group of leisure industry leaders to chair the sessions that are relevant to their areas of expertise."

The conference, along with the LeisureASIA '96 exhibition, will be held at the Singapore International Conference and Exhibition Centre. LeisureASIA, organized by Leisure Asia Pte Ltd., is designed to be a forum for owners, developers, and professionals in the out-of-home entertainment world.

# Intencity records one millionth guest

Intencity, Village Nine Leisure's first interactive entertainment center in Australia, recorded its one millionth visitor after only eight months of operation at Westfield Shoppingtown Hurstville.

The surprised guest Leesa Smith and her partner David were awarded with the Ultimate Interactive Night Out that included a night of free play on all games and attractions for the couple plus four friends, a full dinner at the Intake Diner, and a luxury limousine to and from Intencity.

Intencity Hurstville was deemed an instant success when it was launched in April, the first of a series of new out-of-home complexes to be built throughout Australia and internationally.

"One million visitors in eight months essentially underlines the phenomenal drawing power of this brand new business," said Village Nine Leisure managing director John Anderson. "The overall results are giving us tremendous confidence to pursue our aggressive expansion plans."

The center combines a wide range of uniquely themed areas and interactive attractions, creating an entertainment experience for people of all ages. The concept was developed by two Australian entertainment giants, Kerry Packer's PBL Group (Nine Network) and Village Roadshow Limited, together with leading shopping center developer, Westfield Holdings.

Intencity Parramatta was the second complex launched at Westfield Shoppingtown last October. The location measures 65,000 square feet. Village Nine Leisure opened a third complex at Westfield Shoppingtown in Tuggerah in December and saw 88,000 guests in the first week.

Two more Australian locations are scheduled to open this year, and three additional sites are planned in Malaysia in the next nine months. ▲

# Our Big Deal Just Got Better

# Five Player Vegas Style Blackjack

## GAME PLAY

- PLAY VEGAS STYLE BLACKJACK WITH VEGAS RULES
- CAN BET UP TO $100.00 PER HAND PER STATION
- BLACKJACK CAN SPLIT /DOUBLE DOWN
- INSURANCE PAYS: 2 TO 1
- MULTIPLE DECKS: 1 TO 8 DECKS

## DIMENSIONAL SPECIFICATIONS

**MONITOR CABINET AND HEADER:**
HEIGHT: 84" / WIDTH: 60" / DEPTH: 30"
**INDIVIDUAL PLAYER CONSOLES:**
HEIGHT 43" / WIDTH: 21" / DEPTH 22"

## OCCUPIED FLOOR SPACE

**(ASSEMBLED) 120" X 76"**

## FEATURES

- 39" COLOR MONITOR
- ASSORTED CABINET COLORS
- 3, 4 OR 5 PLAYER STATIONS
- ADJUSTABLE CREDIT VALUE FROM .05 TO $1 PER CREDIT
- PRINTER, TICKET OR HOPPER CONFIGURATION AVAILABLE
- MULTI-LINGUAL SOFTWARE AVAILABLE
- ONLY PROVEN AND TESTED GAME THAT OPERATES ON C.P.U. BOARD
- ALL PARTS CARRY ONE YEAR FULL WARRANTY, WITH RAPID REPLACEMENT PARTS

## SECURITY

- INTERNAL BOOKKEEPING - FOR AUDITS ON EACH STATION WITH TOTAL INS AND OUTS
- BACKUP HARD METERING
- BATTERY BACKUP - GAME WILL RUN FOR 10 MINUTES WITH NO POWER - ELIMINATES ALL SURGES OR BROWN OUTS

**This game system is designed for easy operating and maintenance. Built to work, earn, and last. This is not only a game, but a gaming hardware platform, built by a family with over 40 years experience in the gaming industry.**


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Call R.A. or Louise for details.


Offered for sale in legal jurisdictions only.

# Directory Update

Our 1996 Directory lists thousands of companies and services for the coin-op entertainment and FEC industry. While every effort is made to compile the most thorough ledger possible, still some additions and changes come to our attention after the issue is completed. Please take note of the following companies and add them to your records.

## Manufacturers:

**G.L. Technology Inc.**
2255-3 Lois Dr.
Rolling Meadows, IL 60008
(708) 806-1700
(800) 346-5303
fax: (708) 806-1234
Pres.: Sam Kim
VP Mktg.: Robert Whitehead
VP Oper.: Gina Kim Cho
Product Line: high-tech sports games; Putting Challenge II, Super Touchdown

## Distributors:

**Atlas Distributing Inc.**
32232 W Eight Mile Rd.
Farmington Hills, MI 48336
(810) 615-1703
fax: (810) 615-0751
Contact: Tom Stewart
Representing: Antique Apparatus/Rock-Ola, Ardac, Capcom, Data Est, Dynamo, Exidy, Grayhound, Konami, Lektro-Vend, Hamilton, Namco, Merit, Nintendo, Royal, Sega, Taito, TWi/Atari, USI, Valley

**B & B Distributing**
6750 Boulder Hwy.
Las Vegas, NV 89122
(702) 564-1900
fax: (702) 564-8497
Pres.:Richard Macauley
Sales Mgr.: Bill Britton
Parts: Mike Shapiro
Representing: Coinco, Dixie-Narco, Mars, Rowe vending and bill changers, Royal Vendors, Valley, Vendo

**Betson Philadelphia Distributing Co.**
310 Hansen Access Rd.
King of Prussia, PA 19406
(610) 265-1155
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# International Calendar

**March 14-17**
Spring ENADA, Rimini Trade Fair Centre, Rimini, Italy. Contact Tony Andrew, +44-1323-442-747; fax +44-1323-840-014.

**March 18-20**
Indonesian Theme Parks & Leisure Development Conference '96, Hilton International Jakarta. Contact Riza Andre, AIC Conferences, Jakarta, 62-21-521-3423; fax 62-21-521-3423.

**March 21-23**
Leisure Asia '96, Singapore International Convention and Exhibition Centre, Singapore. Contact Leisure Asia Pte. Ltd., +65-290-5810; FAX +65-292-7577.

**April 2-4**
Gulf Leisure Parks & Fun Centre Show, World Trade Center, Dubai, United Arab Emirates. Contact Gerry Robinson, +44(0) 1905-61-32-56; fax +44(0) 1905-72-47-68.

**April 2-5**
Hotelex/Foodex China '96, China's International Hotel/Food/Restaurant Expo, Shanghai, P.R. China. Contact W.T. Glasgow Inc., (708) 333-9292; fax (708) 333-4086

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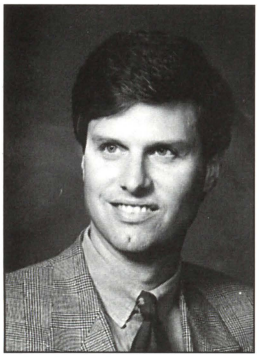
# How about those British?

***The United Kingdom is to be commended for its many good common sense policies, in addition to the well organized and most enjoyable ATEI show.***



The AMOA annually designates a representative to attend industry summit meetings. This year I am fortunate to be that person. Meetings involve joining the presidents or designated representatives of BACTA (British Amusement Catering Trades Association), JAMMA (Japan Amusement Machine Manufacturers Association), and AAMA (American Amusement Machine Association) to discuss various industry issues. We completed our most recent meeting at the ATEI show in London, England, Jan. 23-25. The meeting was very productive, but is not the focus of this article. The ATEI show is.

Let me state at the outset that I am proud to be an American, and wouldn't live anywhere else in the world for any amount of money.

I am very impressed with the British. I feel a little guilty because before going to the United Kingdom my expectations were quite low. I was comforted by learning that this naive approach was the American norm.

Since I probably would have never gone to ATEI as a typical operator from Kansas, I assume that most of my counterparts in America will not have the benefit of attending. I highly recommend it. We could learn a few things from the British. Here are a few of them:

1. They have a dollar coin or one-pound coin (equal to approximately $1.60 U.S.). A two-pound coin (approximately $3.20 U.S.) will be circulated beginning in 1997. They are now lobbying the benefits of minting a five-pound coin ($8.00 U.S.). They have the support of the director of the Mint, which is quite logical, except in the United States where the director of the Mint is part of the opposition.

2. They have one association—BACTA—with different divisions for operators, distributors, and manufacturers. They seem to think they are all part of the same industry, and they work together. When they have differences, they work them out internally rather than publicly, and then proceed in unity.

***"They have the support of the director of the Mint which is quite logical. In the United States the director of the Mint is part of the opposition."***

3. London taxis are truly a wonderful experience. There are interesting rules for the drivers, one being a requirement to speak the language—English—and keep their cabs clean of debris. They train for months to learn what they refer to as "the knowledge." I am almost sure that one of my drivers was the English butler Bitterman from the movie "Arthur."

4. The British really know how to have fun. On the last night of the show they have the BACTA Ball. Yes, it is an exposition banquet as we have in the United States, sort of. They refer to it as a party. It is also a fund-raising event for the association.

Imagine cocktails beginning at 7 p.m. with dinner served at 7:30 p.m. The attire is totally formal. If the Queen was there herself it couldn't be any more formal. Men are in tuxedos and women are wearing full-length gowns. All the time the champagne and wine are flowing freely.

The awards and speeches for the evening occur from 8 p.m. until 8:06 p.m. Then the Queen's band begins to play and the traditional response is for everyone (1,000 or more people) to (bear with me here) stand up and tie all of the table napkins together until you have many very long strands of napkins draped from the balcony and being waved wildly throughout the entire hall.

Now we begin waving our Union Jack flags like mad to the music, somehow totally uninhibited. The longest speech of the evening is an obligatory toast to the Queen by the association vice president, which traditionally signals the appropriate time to light up the cigars.

The rest of the evening is devoted to dancing and carrying-on. Would you believe that at 12:30 a.m. (no one has departed) a traditional breakfast of sausage and eggs is served to each table? I lost track of time but I believe the party broke up somewhere be-

**Randy Chilton**
**AMOA President**

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tween my midnight breakfast and a business meeting I foolishly planned for the next morning.

5. The trade shows are consolidated. At ATEI the products on display are typical amusement games, FEC products, and a large exhibit of casino games (more on that in a minute). It's an AMOA, LeisurExpo, Fun Expo, ACME, and Gaming and Wagering Expo, with a touch of IAAPA all in one venue. It would be difficult to achieve this in the United States because of our larger markets, but some consolidation does seem to make sense.

6. They have low-stakes gaming throughout the United Kingdom. The gaming machines are made in hundreds of different configurations. The maximum payout is currently eight pounds (approximately $12 U.S.) per game for the AWPs (amusement games with prizes). The games clunk out the one-pound coins, or tokens, in slot machine fashion.

Other gaming machines are defined as SWPs (skill games with prizes). These games have a maximum payout of 20 pounds. Gaming comprises approximately 75 percent of the United Kingdom market. Without gaming, they tell me, their industry may survive but in a totally different form.

Operators in the United Kingdom are typically very large. The pubs are owned by only seven or eight breweries. When an operator gets a contract for a particular brewery's pubs, it could mean 10,000 machines or more. One brewery has an amusement division that in effect owns its own machines.

***"They seem to think they are all part of the same industry and work together. When they have differences they work them out internally and then proceed in unity."***

Because I was traveling home on the day of the Super Bowl, I was one of the few Americans to miss the big game. Instead of "How about those Cowboys?" for me it was, "How about those British?" ▲


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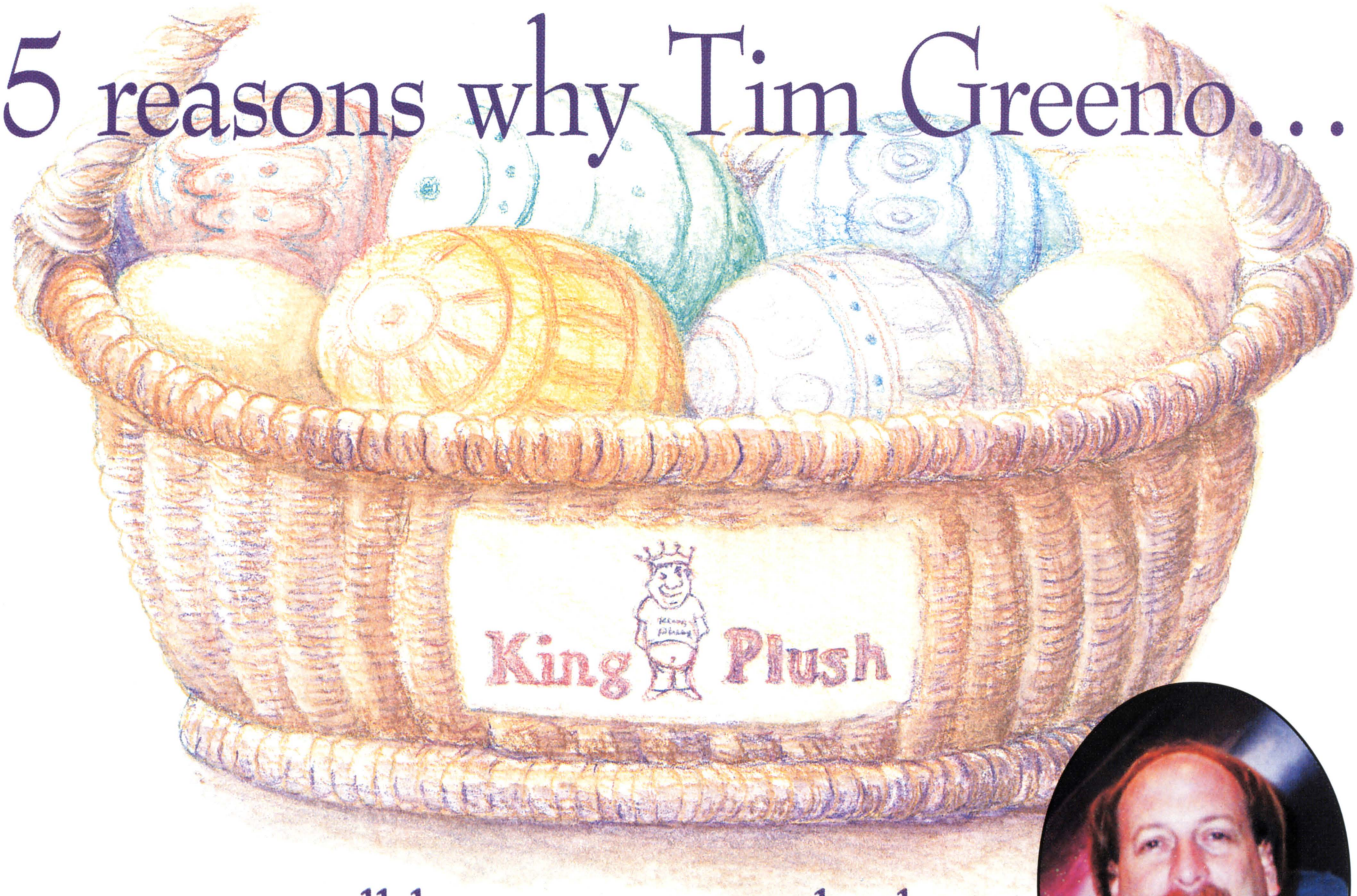
# 5 reasons why Tim Greeno...

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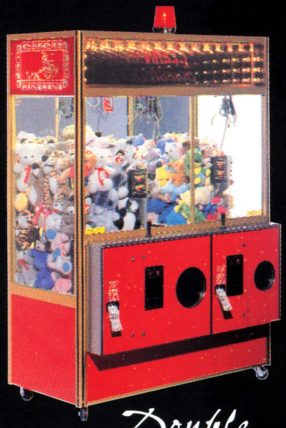

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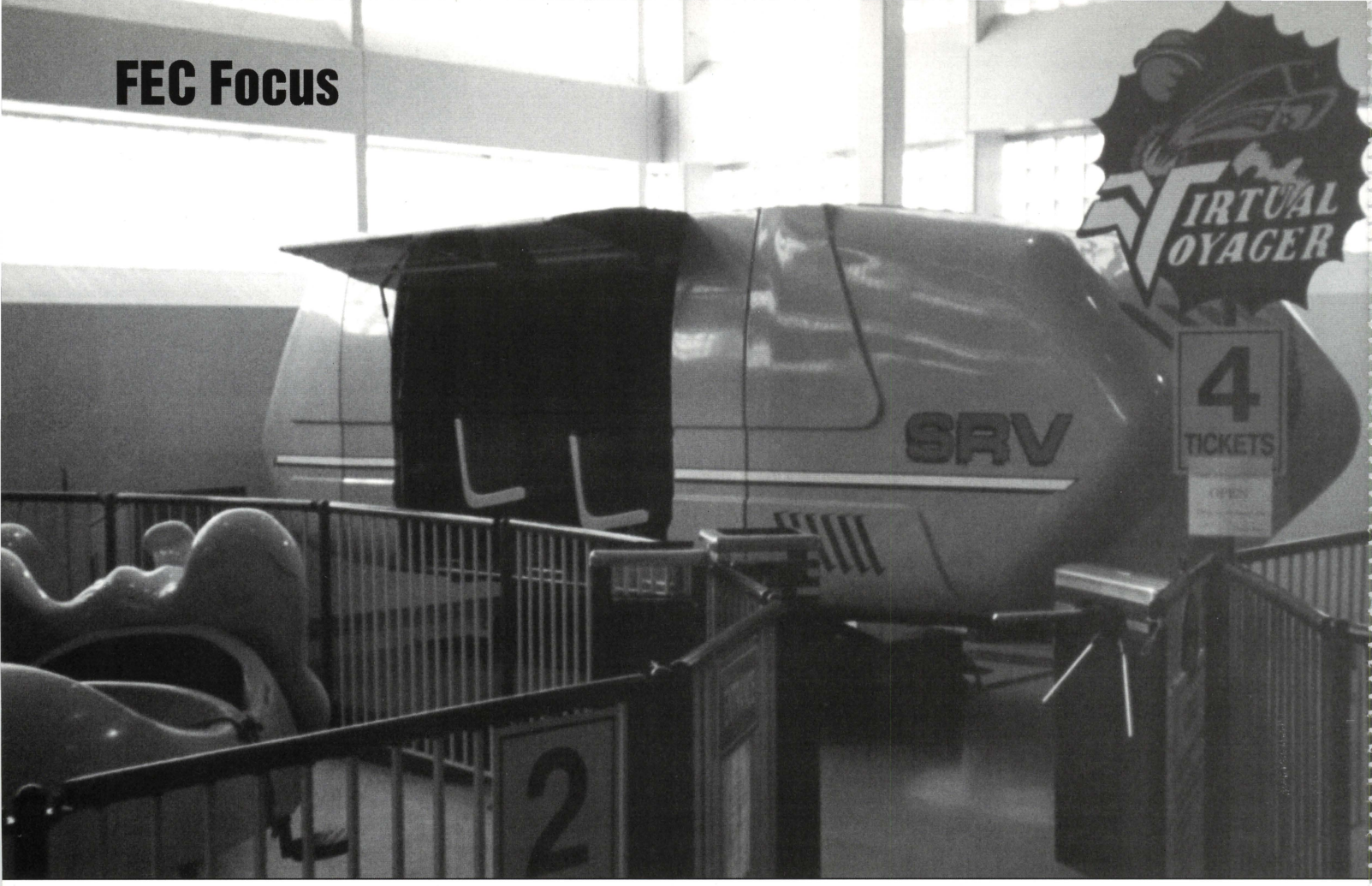
According to Lou Burg from Coal Creek Vending, "Last month the Smart Jewelry Crane grossed $1,872.00 after over two years at the same location." Lou Berg also boasted, "I installed my first Smart Jewelry Crane in September of 1993 - So far it's grossed $52,378.00."




**The Doron system at Funtricity features a space themed adventure.**

The sheer power of simulation experiences has created a new frenzy in the entertainment business, which is constantly striving to draw consumers out of their entertainment-laden homes. Anyone who has recently been to a large theme park, or the IAAPA show for that matter, understands this phenomenon.

And as large entertainment companies begin expanding their operations, seeking market share from local and regional customers, arcades and family entertainment centers have begun to feel the pressure. This is evidenced by the trend toward high-tech attractions like virtual reality and laser tag.

However, the high cost of motion simulators gives pause to that same operating community who question whether their customers will make that kind of outlay a worthwhile investment. For instance, the most talked about ride at IAAPA '95 was Enhanced Simulation's ES-360, which features full 360 degree rotation. Many FEC operators rode the attraction with enjoyment, but shook their head when considering its feasibility in a regional venue.

It's a vicious cycle situation in which repeat patronage is required to pay for the hardware and software, but that repeat play depends upon continuing to update that same software. The perceived value of a several minute experience that costs several dollars must be constantly bolstered.

"My customers come back every two weeks," explained Michael Getlan of Recreational Amusement Inc. at an IAAPA seminar on high-tech in FECs. Several panelists argued that FECs and smaller entertainment venues simply can't support such high-end product.

But Cindy Aylward of IMAX countered that high-tech can be an equalizer, allowing the privately owned FEC to compete for dollars with larger companies. "The big guys are going to bring in the big toys," she said.

So whether it is practical to render unto Caesar that type of costly entertainment experience will remain a matter for debate; it's a familiar question that attends most new developments in technology. From our standpoint, it's hard to ignore the pure entertainment value that simulation delivers. The following is a look at six companies that produce the hardware and software that make it all possible.

## Doron Precision Systems

While a trip to Chicago's Museum of Science and Industry may inspire flights of fancy, visitors can now experience the real thing, vaulting off the USS George Washington's carrier deck in an F-14 Tomcat fighter jet, thanks to industry pioneer Doron Precision Systems.

The two SRV capsules, which can seat 15 or more passengers, are part of Doron's Precision Theater series. The series also includes the SR2 and the SR2-V, both of which seat 12 people; the new 30 Passenger Capsule intro-

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duced at IAAPA '95; and full motion theaters seating 28 and 56 patrons. Each of the capsules is mounted on the company's hydraulic motion system.

"The motion of the simulator is quite accurate, but what makes the experience even more realistic is our use of high definition video" which is optional on the SRV, said national sales manager Don Wenzinger.

Another location which has found success with a Doron SRV is Six Flag's Funtricity family entertainment center in Vicksburg, Miss. "We were looking for a motion-based simulation system that we could customize and Doron's SRV fit the bill," explained Bill Moore, Six Flag's senior vice president for theme park development.

The simulator at Funtricity is housed in a 20,000-square foot themed building, complete with strobe lights that are activated by the SRV. It features a customized adventure called Space Shuttle America, which Doron's applications engineering team worked with Six Flags to customize.

Operation area requirements for the SRV are a minimum of 320 square feet, while the SR2, which utilizes 16mm wide screen film, and the videodisc-driven SR2-V requires 300 square feet. The 30 Passenger Capsule takes up 750 square feet, and the 28 and 56 passenger theaters use 1,000 and 3,500 square feet respectively.

Doron lays claim to developing the industry's first simulator in 1977, and cites over 20 million riders each year in touting its experience. According to the company, simulators are on location in a diverse range of locations including shopping malls, amusement parks, family fun centers, museums, tourist attractions, and special events and promotions.

The 30 Passenger Capsule introduced at IAAPA last year provides the affordability and flexibility of the smaller capsules, while doubling the capacity. The capsule features a high-resolution multisync video projector and high definition or NTSC laser videodisc, rear and side entrances, and four degrees of motion freedom.

Also introduced at the parks show were three new ride films to Doron's growing library of ride films. They are: "Volcano Mine Ride," an adventure that travels through an incredible ore mine built on a planet of bubbling lava and volcanic magma; "Time Gate to Egypt," taking riders back through time to find the resting place of a Golden Sphinx who guards the mummified body of an ancient Egyptian ruler; and "The Action Pak," with experiences that include raging dune buggies, crashing go-karts, rambunctious motorcycles, sassy skiers, and a rocking roller coaster.

**Iwerks Entertainment, which provides a wide range of simulation thrills, is celebrating its 10th anniversary this year.**

For more information, contact Doron Precision Systems at (607) 772-1610; fax (607) 772-6760.

## Iwerks Entertainment

While Iwerks Entertainment is celebrating its 10th anniversary this year, the company's roots stretch back to the origins of the modern amusement industry. Company founder Don Iwerks' father Ub Iwerks sat side by side with Walt Disney as artist for an advertising studio in Kansas City over 75 years ago.

The elder Iwerks spent much of his life providing animation, and the technology that makes it possible, to Disney, and his son spent 35 years working at Walt Disney Companies before founding his own company in 1986.

Don Iwerk's vision was to bring the best high-tech theme park attractions, previously located exclusively in large theme parks, to more accessible venues. Ten years later Iwerks has 250 installations operating or contracted worldwide, and with neighborhood amusement outlets becoming more sophisticated, FECs are now included in that number.

Iwerks product line now includes the Iwerks ValueRide, the company's lowest cost simulation experience which is recommended for FECs. The ValueRide features the company's IQ reversing 70mm projecting system for optimum visual clarity, and Iwerks' TurboRide film library includes 31 exciting experiences ensuring local repeat customers.

TurboRides are major elements of both Paramount/Blockbuster Block Party locations in Albuquerque and Indianapolis with six different experiences available at each site. "Often you find that males are most interested in game rooms, but males and females seem to really like the Iwerks films," said Block Party's managing director Sharon Blaylock. "Women seem to identify with the motion picture side of the business but it also pulls you into the action so it's a little bit more exciting and participatory than simply watching a movie.

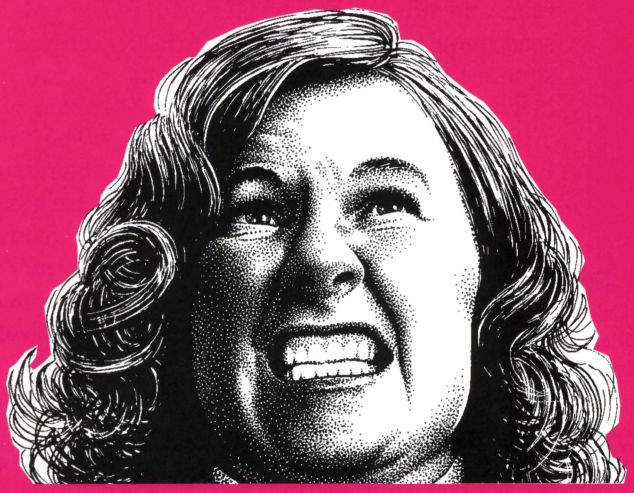
Mike Lindbert, director of operations at the Enchanted Castle in Lombard, Ill., was also impressed with what an Iwerks ride was able to do for his facility. "We have taken what I consider a world class theme park attraction and put it into a neighborhood family entertainment center," he said. "We've gotten great response from people who want to ride it more than once."

The ValueRide package features eight bases that hold a total of 16 hydraulic motion seats, digital audio stereo, three degrees of freedom, a 20' x 12' screen, and high definition video. Ride dimensions are 36' long x 37' wide x 14' high.

However, Iwerks staff members say buying one of their attractions is just the first step in the process. The company's distribution and marketing team will help the operator select the best software and marketing materials, and service representatives are there to provide routine maintenance and troubleshooting.

New rides for 1996 include "Days of Thunder: The Ride" that includes footage from the original Paramount Pictures release and Red Rock Run, a mine cart tour of a mine in an active volcano.

# I'm c-coming...



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## McFadden Entertainment Systems

With customers like NASA and the U.S. Armed Forces, simulation is more than just a passing fad at McFadden Systems. The company has 30 years of experience in the development of quality simulation systems.

The latest addition to its line is the VR Express ActionRide Theater, a 15-person theater that represents a departure from the more traditional capsule-type rides. The large screen format, full spectrum sound, and six degrees of motion offers riders an adventure into uncharted territory.

As a complete turnkey system, the package features a pre-fabricated theater, lighting, and an entertaining preshow. The company also offers a library of films that is continuously updated. According to McFadden, the ride can accommodate up to 150 riders per hour.

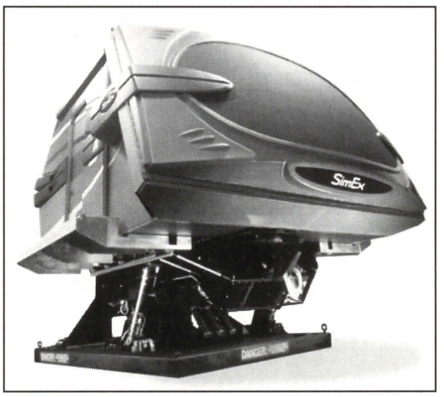
By offering six degrees of freedom, the designers at McFadden are providing an experience with tactile stimulus in all possible directions. This makes it possible to create the feel of a race car weaving through traffic, the braking and accelerations of a motorcycle, the side slip of a boat, and the rotating motion of a helicopter.

The VR Express utilizes an NTSC video disc player, digital can doubler, and three-beam high scan rate projector with a 12' x 9' screen; high definition video is optional. A four channel discrete sound system, including front, rear, and sub-woofer speakers. Total space requirements are 20' x 30' (600 square feet) with a minimum ceiling height of 14'.

For more information, contact McFadden Systems Inc. at (310) 948-4414; fax (310) 948-1291.

## SimEx

While staff members from the Ontario-based SimEx Inc. breathed a sigh of relief when two of the company's simulators in the Kobe, Japan, area were largely untouched by last year's earthquake, the company was undaunted by the experience and moved ahead with plans for another big one in the form of Shogun, an electric earthquake simulator.




SimEx produces both open and capsule-type simulators in a number of different configurations.

In fact, an earthquake simulation is right up the company's proverbial alley. SimEx specializes in the creation of custom simulation experiences, designing cabin, open, and dome theaters. The company also provides turnkey attractions such as Sea Trek, Tour of the Universe, and Ultimate Roller Coaster.

Founded in 1984, SimEx provides attractions that integrate show sets and video and audio programs with electrically powered motion systems accommodating anywhere from four to 50 people. The company claims its electrical systems provide a quieter and cleaner experience when compared to hydraulics. They are also quicker to install, simpler to operate, easier to maintain, and use less electric power.

SimEx simulators include full interior and/or exterior theming, and multiple open simulators, which are platforms of seats mounted on the motion system, can be configured around a single theater screen.

The systems use both film and high definition television projection, and the open platforms utilize offboard screen and projection systems. SimEx offers simulators that provide both four and six degrees of freedom.

While requirements vary depending upon the size and configuration, a 20-seat open simulator takes up 1,600 square feet, while a 30-seat cabin needs 840 square feet of space.

The company opened its own digital production facility just outside of Los Angeles last spring, and offers a library of 15 films to choose from. "We decided to locate the studio near Los Angeles because of the availability of world class talent," company president Michael Needham explained at the time.

New film releases for 1996 are Mars Odyssey featuring a NASA rescue mission; Jove's Hammer providing a visit to a space station and a closeup

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**Larger amusement parks are the target market for Thomson's Venturer Megaride 30.**

of a comet; and Space-Time Safari, a time trip back to find and tag a Pteranodon. Other films include New York Skyride, Destination Jupiter, Canadian Panorama, and the Road Blaster.

For more information, call SimEx Inc. at (416) 597-1585; fax (416) 597-0350.

## Thomson Training & Simulation

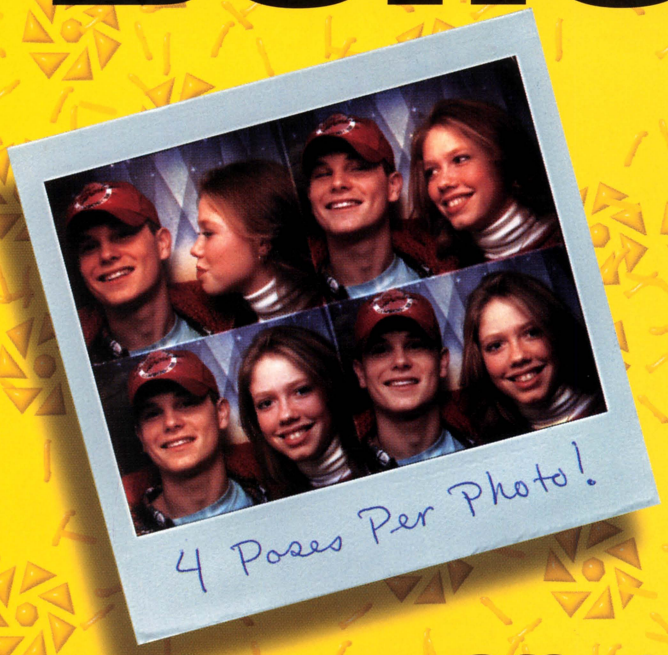
While the company's current moniker has only been around a few years, the founding of Thomson Training & Simulation in 1994 brought together several firms with as much as 40 years experience in the industry.

Thomson combined the former British companies Hughes Rediffusion Simulation and Link-Miles with Thomson-CSF's simulator operation in France. Its background includes work in flight and land-based simulation, marine training, and the energy sector.

Its Entertainment Systems division entered the leisure arena with its Atlas 40- to 60-seat, six-axis motion theater, The Atlas, which has been placed in locations like Cinaxe in Paris, Fujiku Highland Resort in Japan, and Disney theme park attractions around the world.

Entertainment Systems followed that offering with the 14-seat Venturer Motionride, and a year and a half ago at IAAPA '94 the company introduced

# Believe It!



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**Reflectone provides custom electronic and hydraulic ride and flight simulators for the leisure market.**

the Venturer S2, a two-seat simulator that is fully enclosed and features CD-quality stereo sound and a big screen display.

Designed with a compact footprint, the Venturer S2 is suitable for a range of locations that require a smaller simulation attraction, such as FECs, arcades, and retail sites. It also features a point-of-sale unit with a repeat monitor and payment mechanism so it can be run without a dedicated attendant.

The futuristic exterior sports attractive graphics, and the ergonomically designed interior provides an optimum level of customer comfort and enjoyment. Dual entrances offer locational flexabiltiy, and specially contoured seats are designed to accommodate both children and adults.

Other simulator attractions offered by the company include the Venturer Megaride 30, developed to appeal to larger theme parks, and a 40-seat High Definition Simulation Theater.

In addition to a full range of library and specialized software, Entertainment Systems offers a complete turnkey package including design and theming of the capsule, customized audio-visual software, and full-motion programming and integration.

At IAAPA '95 Thomson's Entertainment Systems premiered eight new ride films for its simulators, bringing the company's total library of films up to 40 selections. New rides were: New Wave Entertainment's Glacier Run, an ice-tingling downhill race, and Volcano Mine Ride; Helifilms' Nightrider, an explosive journey through raging fires; Colorado Wipe Out, a high speed snow race in the Rockies; The Gorge featuring sensational helicopter stunts, and Hot Wheels with top marquee saloon cars. Other new offerings included Time Gate to Egypt, a mystical adventure through the past, and Pepsi-Max-The Big One, the world's tallest and most terrifying roller coaster ride.

For more information, call Thomson Training & Simulation Entertainment Systems at +44(0) 1293 563737; fax +44(0) 1293 563753.

## Reflectone

The final company under consideration is Reflectone, which was created in 1939 to develop electromechnical and optical technology for the United States and British armed forces. In 1990, the company formed its Leisure Products division to apply simulation

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expertise to entertainment venues.

Based on its work for military and corporate clients, Reflectone boasts a broad technical base and access to a network of creative designers and specialty designers. And in addition to its current line of entertainment products, the company is involved in researching innovative technologies such as distributive interactive simulation, pod and person immersive real-time interactive virtual environments, and real-time synthetic visual environments.

*"The sheer power of simulation experiences has created a new frenzy in the entertainment business, which is constantly striving to draw consumers out of their entertainment-laden homes."*

What the company offers today are custom electronic and hydraulic flight and ride simulators for a wide range of locations, as well as support services such as design consulting, attraction concept design, and trade and feasibility studies.

Ride film simulators offer seating capacities that range from 12 to 80 in a variety of configurations from small pods to multiseat closed and open capsule styles and multisensory theater systems. These simulators are available with three-, four-, or six-axis hydraulic or electric motion platforms, high definition video or film projection, analog or digital sound systems, custom interior and exterior theming, and dazzling special effects.

Reflectone can provide individual show components for an attraction or deliver a turnkey attraction from concept to installation, and smaller one- to four-person pod clusters can be designed to create high throughput.

The overriding philosophy at Reflectone is to avoid the square-pegs-in-round-holes approach by working directly with locations to customize an attraction that will fit that facility's economics and aesthetics.

Reflectone also maintains a product support organization that supports and maintains its products around the world, providing training, operation and maintenance documentation, logistic support analysis, spare part supply, and depot repair services through on-call and contract field maintenance.

For more information, contact Reflectone at(813) 885-7481; fax (813) 887-1439. ▲

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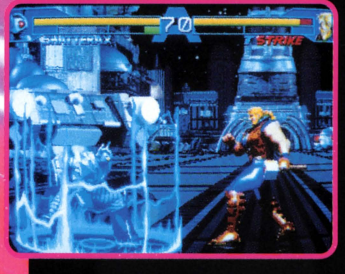

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# Cover Story

# Acclaim Coin-Op Entertainment captures the market

***"The interactive entertainment industry is still in its infancy. Regardless of how the chips may fall, one thing is certain—Acclaim is strategically positioned to develop and distribute virtually all forms of interactive entertainment, including the most technologically advanced coin-op games in the world." Sam Goldberg***

Hot licenses, world-renowned titles, state-of-the-art technologies, and big name athletes—Acclaim Entertainment has them all. But ask the company what the key to its success is and you'll be told that quality product and creative talent are top priority.

So when Acclaim Entertainment, Inc., one of the largest interactive entertainment software companies in the world, announced that it was joining the coin-operated industry with the formation of Acclaim Coin-Operated Entertainment Inc., it was no surprise that the company assembled one of the best teams in the industry.

Acclaim Coin-Op's mission was to use the most advanced technologies for the development of top-quality arcade products that are cost-effective and provide a high ROI for operators.

To achieve this goal Acclaim Coin-Op, spread over 12,800 square feet in Mountain View, Calif., and 43,400 square feet in Pleasanton, Calif., combined its resources—top-notch engineers and game designers, experienced industry leaders, and cutting-edge interactive technologies—with hot entertainment and sports licenses. Add to this a leading redemption game manufacturer and the marketing muscle of parent company, New York-based Acclaim Entertainment.

## The People: building from the ground up

One of Acclaim Coin-Op's initial tasks was to build a team of seasoned coin-op professionals. The first step was enlisting the leadership of Tom Petit as president of Acclaim Coin-Operated Entertainment Inc. Petit, a veteran of the coin-op industry, was most recently president of the coin-op division at Sega Enterprises USA.

Acclaim Coin-Op formed the nucleus of a winning team by adding John Pasierb as vice president of Research and Development. Pasierb, who had previously worked for ALG and Williams Bally/Midway, was given the responsibility of overseeing engineering and design of all arcade games.

Currently, Acclaim Coin-Op has five development teams, with a sixth team coming together soon. Each team begins with two programmers and four artists, but it is not uncommon to have as many as eight artists combining their creative skills for more graphic-intensive games. "Acclaim has recruited some of the best talent from some of the most reputable companies in the industry," explained Petit. "Our doors are always open for top-notch people."

Despite Acclaim's advanced technologies, according to Pasierb, the company still relies on the old school approach to management: creative teams manage themselves. "Middle management creates too much of a lag time. When you're working on an 18-month development cycle, the last thing you need is wasted time. The industry and technology doesn't hesitate to move on without you," he added.

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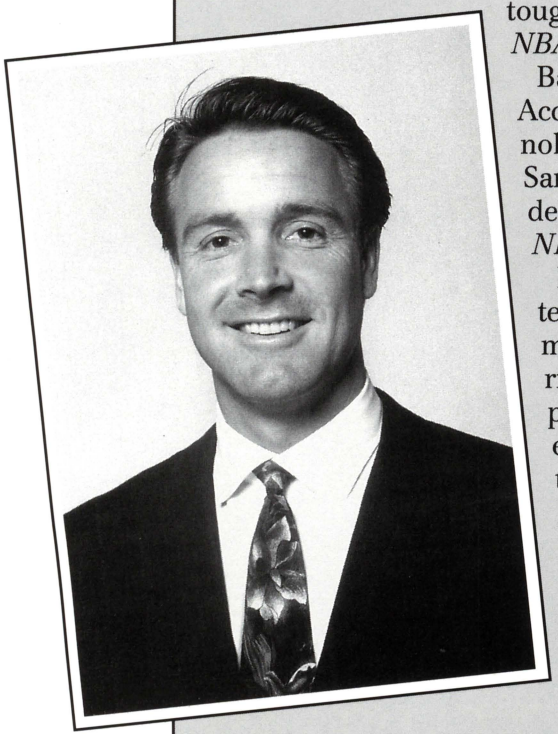
## NBA Jam Extreme

Suburban Glen Cove, N.Y., houses Acclaim's Motion Capture Studio—the first studio in the world dedicated exclusively to motion capture. Thanks to this advanced technology, Acclaim doesn't need to worry about keeping up with the pack; it's leading the pack!

On the other hand, the competition is going to have a tough time keeping the pace after Acclaim's upcoming *NBA Jam Extreme* coin-op game debuts in arcades.



Tom Petit

Basketball and arcade game fans had an initial look at Acclaim's first coin-op title to utilize motion capture technology at the NBA's All-Star Weekend "Jam Session" in San Antonio, Texas, in January. Prior to the game's April debut in arcades around the world, Acclaim will feature *NBA Jam Extreme* at ACME '96 in March.

Motion capture technology enhances the realism of interactive entertainment software by recording actual human movement. The results are comparable, if not superior, to many special effects used in feature film productions. In fact, Acclaim created certain special effects in its Motion Capture Studio for Warner Bros.' blockbuster movie, Batman Forever

The technologies behind the game are just a few of the key features that make up Acclaim's *NBA Jam Extreme*, which captures the basketball moves of Washington Bullets all-star forward, Juwan Howard. Howard spent two days at Acclaim's Motion Capture Studio displaying his awesome NBA-style moves. Acclaim even went as far as attaching Howard to cables as he did backflips to enhance slam-dunk motion.

Acclaim Coin-Op's *NBA Jam Extreme*

Acclaim calls *NBA Jam Extreme* outstanding, explaining that it's not just an upgrade of *NBA Jam* and *NBA Jam: Tournament Edition* but a new polygon-based game with hot new looks and features. The game is fast-paced, high-action, intense, two-on-two basketball that includes more than 170 NBA stars, and a variety of secret players, from every NBA team in the league, including two new expansion teams. The player's movements and appearances are much more lifelike—nearly human—than any of the previous *NBA Jam* arcades games.

As a player goes on a hot streak, *NBA Jam Extreme*'s Smokin' feature takes effect, giving the player super playing capabilities, including some nifty smoke trails rising from the player's sneakers. Super play features include an increase in speed, legal goaltending, and shot percentage.

Of course, if a player is smokin' on offense and defense he becomes "unstoppable" as he has now earned the right to dunk from anywhere on the

# Discover A Wild World of FUN!

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*Players will be dizzy with excitement as they play Lazer-Tron's newest roll-down game, "Safari Roll!" Players roll 5 balls during the game to try to make combinations of animals on the spinning targets on the back wall. The game play is exceptional and is easy for young people to understand. The object is to form the best possible combination: i.e., one pair, two pair, three of a kind, etc. Players can try their luck again and again as they roll for the big tickets!*

### Bonus Jackpots

*Players must roll 5 of a kind to win the jackpot.*

*Safari Roll is made by Lazer-Tron, the makers of the hit roll downs Spin To Win™, Jungle Rama™, Spin a 21™, Rollin' for Riches™, and other great games.*

### Safari Roll™ Features

- *Skill ball rolling game*
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- *Fully operator adjustable*
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- *Size: 25"W x 72"L x 86.5"T*
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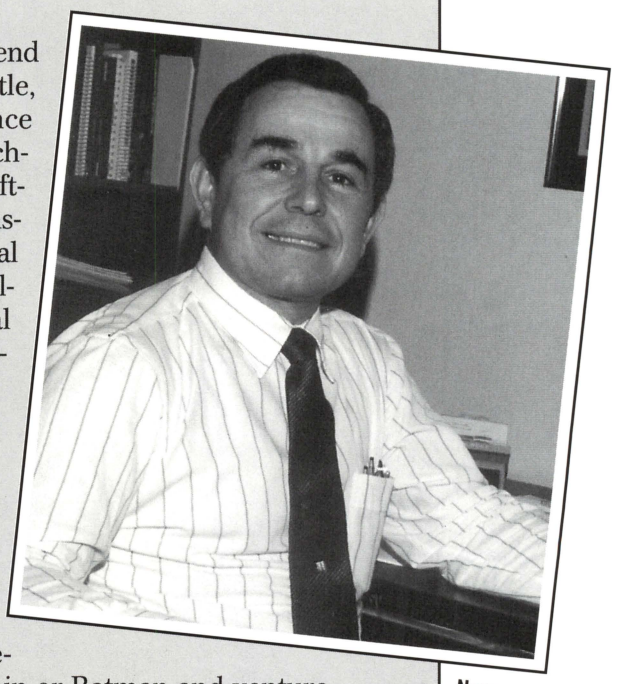
court. Said Petit, "This title has the potential to create a standard against which other arcade games will be measured."

## Batman Forever



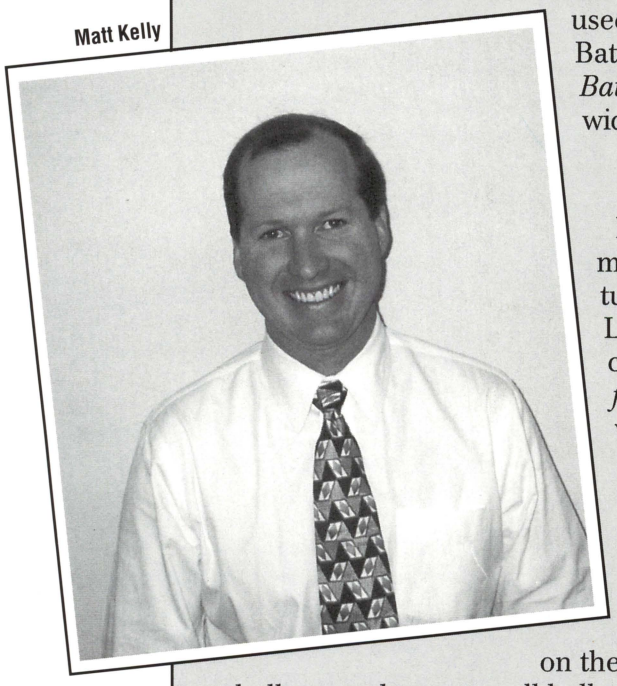
Norm Petermeier

Acclaim's list of advanced technologies doesn't end with motion capture. In fact, the debut coin-op title, *Batman Forever*, uses Raucous Audio Experience (RAX), another one of Acclaim's proprietary technologies. RAX is a high-fidelity, low-data rate, software compression technology that can easily translate any existing audio source into solid-state digital sound. This allows programmers to include virtually any sound or soundtracks, including the actual musical score from a film without translating or reprogramming.

"This breakthrough technology will allow us to bring CD-quality sound and capability to our coin-op games," explained Petit. "It is the best coin-op audio technology that I have heard in my 20 years in the industry. It has the potential to radically change the coin-op industry's approach to audio."

*Batman Forever* is a one- or two-player, side-scrolling fighting game. Players select either Robin or Batman and venture through six levels of Gothem City's underworld in an attempt to prevent Two-Face and The Riddler from taking over the city. Acclaim used Sega's Titan hardware technology to develop Batman Forever. The public will get its first look at *Batman Forever* at ACME '96 followed by a worldwide debut in arcades.

Matt Kelly



## Lazer-Tron

Last August, Acclaim announced a stock-for-stock merger with Lazer-Tron Corp., a leading manufacturer of coin-operated ticket redemption games. Lazer-Tron will debut five new titles at ACME, including three ticket redemption games: *Pitch-It, Safari Roll*, and *Solar Spin*. In addition Lazer-Tron will debut two non-redemption games: *Birdie Putt* and a new boxing game.

*Pitch-It* is a classic rendition of the penny pitching game. This time players toss coins onto elevated plates to win tickets. This game features Lazer-Tron's patented Object Vision System (OVS) that detects when the coins are on the targets. Another redemption game, *Safari Roll,* challenges players to roll balls at the spinning targets to make combinations of animals. The game features great sounds and graphics as well as progressive jackpots. *Solar Spin* is a two-player video skill-stop game where players can win hundreds of tickets as they try to stop the spinning lights on the jackpot slot.

Lazer-Tron's unique patent-pending golf putting game, *Birdie Putt,* is a competi-

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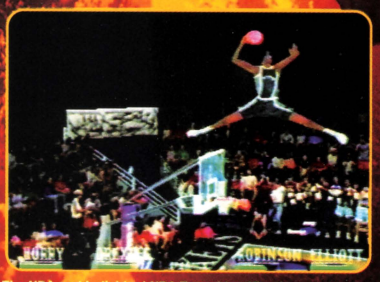

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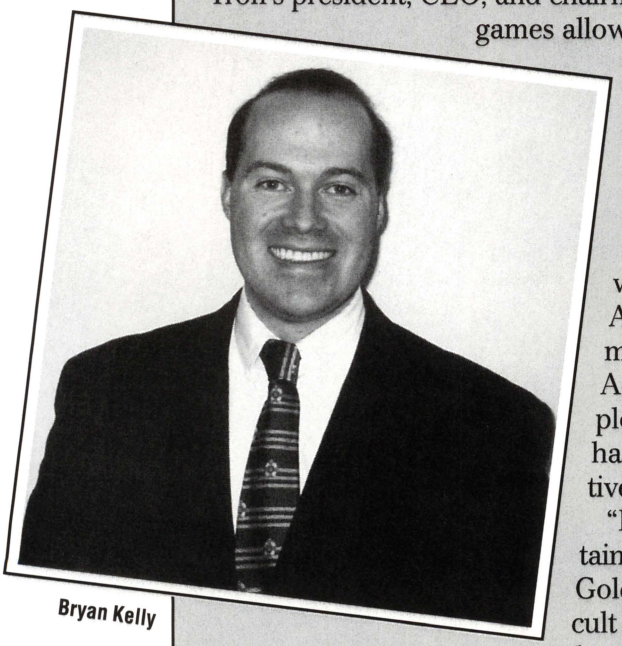
tive two-player game that accurately measures how close players get to the target holes. To get out the frustrations of not being able to sink the ball in the hole, step up to Lazer-Tron's yet unnamed speed bag boxing game. The object is to hit the bag as many times as you can in a 20-second time period.

"Even with the most advanced technology incorporated into today's video games, not all game players are convinced that pushing buttons is a test of skill," says Lazer-Tron's president, CEO, and chairman of the board Norm Petermeier. "Lazer-Tron's games allow for a hands-on approach to arcade style games. Players get to pick up a ball, a golf club, or hit a speed bag and become part of the game, truly testing their skills instead of a computer's."



Bryan Kelly

## The future

Acclaim Coin-Op's outlook for 1996 is excellent with the scheduled launch of its first four titles. But Acclaim Coin-Op is just a piece of the entertainment conglomerate formed by parent company, Acclaim Entertainment Inc. With about 900 employees in seven countries, Acclaim Entertainment has its hands in virtually every aspect of the interactive entertainment industry.

"Predicting the direction of the interactive entertainment market is nearly impossible," observed Sam Goldberg, vice president of marketing. "It is difficult to determine when the public is ready to accept the next level of technology. This makes product development, marketing, and distribution a real challenge for any company."

Ron Carrara

He continued, "In this rapidly changing environment, some companies will be unable to react to the demands of the market. Acclaim, on the other hand, is so heavily involved in such a wide variety of interactive markets that we continue to evolve and grow in nearly every category."

As Goldberg indicated, Acclaim has all the bases covered. It's one of the leading worldwide publishers of interactive software for Nintendo, Sega, Sony, personal computers, and CD-ROM hardware systems. Two of the biggest selling titles in the history of home entertainment systems, *Mortal Kombat* and *NBA Jam*, belong to Acclaim.

In addition to the Advanced Technologies Group (ATG), which operates the Motion Capture and Ultimatte studios, Acclaim is also one of the leading comic book companies, publishing comic books under the Valiant and Armada imprints. Entertainment software publishers including Digital Pictures, Domark, Interplay, Marvel, Pulse Entertainment, Sound Source Interactive, Sunsoft, and Take 2 are all capitalizing on Acclaim's global sales and distribution capabilities through Acclaim Distribution Inc. (ADI). ▲

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This 2-player ghost-sliming shooting game features a radical blend of 3D video and redemption technology! Players are hurled through a haunted mine where they slime as many swarming spooks as they can! Non-violent family fun featuring AFTR technology displaying over 16 million colors!

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Amass some treasure with the most interactive multi-coin roll ever produced! Players shoot up to 20 rapid firing coins at ten target slots. The more they hit the more they win! Fully programmable.

Size: 25.5"W x 47"D x 83"H Weight: 200 lbs.

### PITCH-IT

An all-time Midway favorite comes to Redemption! In this fully-automated version of the classic coin toss players try to pitch their tokens onto the raised targets for a ticket bonanza! A surefire hit!

Size: 32"W x 82"D x 81"H Weight: 500 lbs.

### SAFARI ROLL

Wild adventure...untamed excitement! Lazer-Tron's roaring roll-down challenges players to hit combinations of animals on the spinning targets on the back wall! Great for kids and adults! Awesome animal sound effects!

Size: 25"W x 72"D x 86.5"H Weight: 400 lbs.

### SPIN-TO-WIN

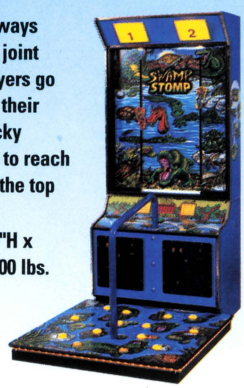
There's no risk with this money making wheel of fortune! Players roll balls down ramps into target holes for the chance at winning thousands of tickets. A rollercoaster of fun for all the family!

Size: 24"W x 72"D x 96"H Weight: 300 lbs.

### SWAMP STOMP

A game that always gets the whole joint jumping as players go wild, stomping their way across tricky alligator backs to reach the treasure at the top of the swamp!

Size: 48"W x 95"H x 70"D. Weight: 500 lbs.




### RIBBIT RACING

Everyone's leaping at the chance to play this #1 rated game in which players try to beat each other around the hip-hopping track! A two-player whack-em and smack-em race classic!

Size: 41"W x 38"D x 95"H. Weight: 400 lbs.

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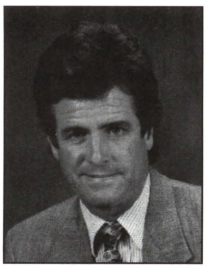




Rich Holley

# Associations are people

*"You don't buy a newspaper, you buy news. You don't buy glasses, you buy vision. You don't buy membership in an association, you buy cooperation, fellowship, and collective clout."*
***–Joe Phillips***

From time to time someone needs to remind us of the important role that associations play in the overall scheme of things that affect our daily lives. This happens to be my turn to shed some light on the subject.

Associations are people! People who are motivated to direct their time, energy, and talent toward a purpose they share with others. Today's business entrepreneur is seeking information, advice, and security. One of the first places to look for this guidance is a trade association. Organization, direction, and resources are all functions of an association.

Associations come in all sizes and shapes and also can have many different names like club, fellowship, fraternity, guild, league, order, society, union, etc.

Many of us belong to associations without consciously giving it a thought. For example, it is commonplace to belong to a home owners association or some type of neighborhood organization. Another example may be the American Automobile Association (AAA). Also, we frequently give money to various associations such as the American Heart Association or the American Lung Association because we think some good might come of it. We may even be active members in the local PTA or YMCA/YWCA. These associations, along with a list far too long to mention, were formed for very specific purposes. We seem to take them for granted and maybe not even think of them as associations at all.

**Here are operators from Idaho at a state association meeting. It's clear that association meetings are not always dry affairs!**

I find it fascinating that anyone could support any association without first belonging to one representing his own industry. It would seem logical that being a member and supporting an association that represents the very industry from which the income is derived that is given to other associations would be a priority. Sadly, this is not always the case.

There is much room for improvement throughout the coin-op industry in strengthening the associations that represent it both at the state and national levels. Many "professionals" espouse the theory that only in times of crisis can you successfully enlist and retain members in a trade association. There may be some truth to that.

As individuals we don't stand a chance in the battle with our legal system (there isn't a "justice" system anymore), but united as an industry we will, at the very least, stand our ground. Any time the ugly monster can rear its head and attempt to tax us out of business. We need to be prepared. Of course, I am referring to the ugly monster called government. Periodically, like attempts to have the corner lot on your block rezoned, taxes

*"Organization, direction, and resources are all functions of an association."*

**This is the participation every state association should have. This is from North Carolina.**

*"Associations come in all sizes and shapes and also can have many different names."*

are proposed as a good idea.

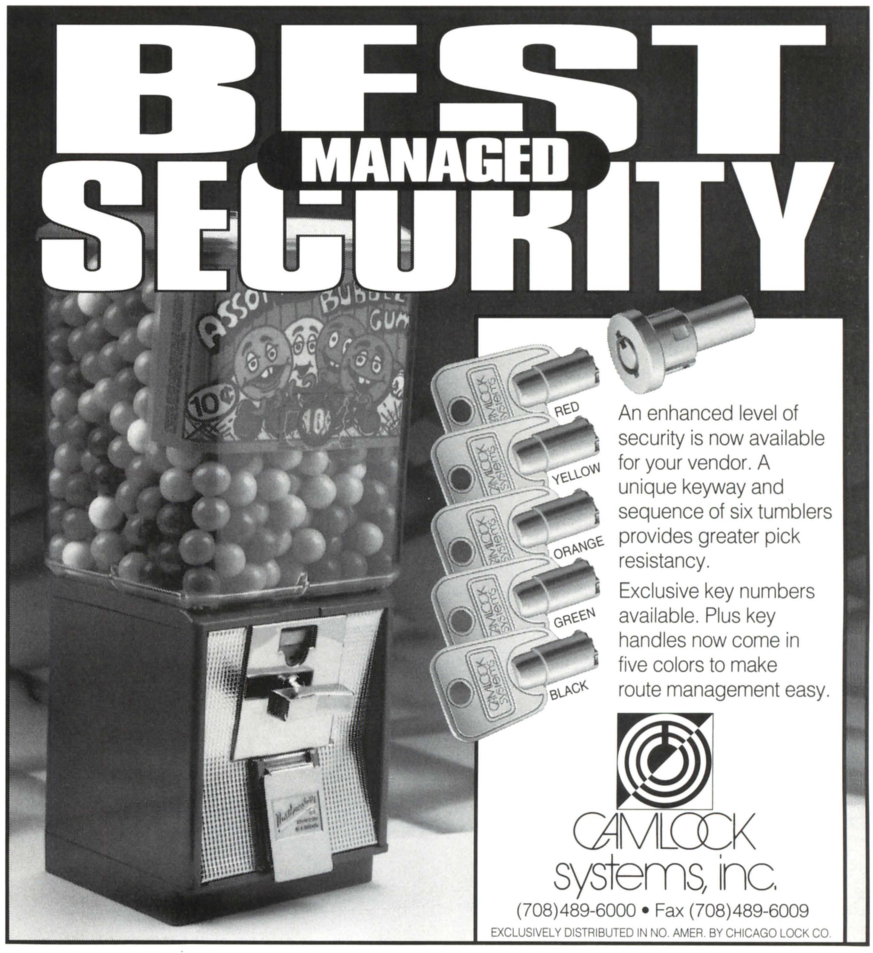
Also like the corner lot rezoning effort, if no one pays any attention or campaigns against it, the change will be made. Reversal of the change will be virtually impossible. I believe that it is better to initiate action rather than simply wait for trouble and then react to it.

An association is only as strong as its membership. Without the necessary resources, it becomes very difficult to accomplish goals or defeat unfriendly legislation. Sometimes by acting collectively, associations can bring about results that would be impossible otherwise.

In these times of proliferating regulatory proposals, it is increasingly important to support those organizations which provide us with political representation. Inter-organizational communication is a very effective tool.

Most associations today are organized to deal with government. Government at all levels has become so involved in all aspects of trade and commerce as well as human behavior that we are virtually compelled to collectively lobby for or against that which government does. It's all the more reason for every operator to belong to both state and national associations, where they can control to a greater degree their destiny and the nuances of an often fickle recreational market.

Being a member of an association that represents your chosen profession is, without a doubt, the best investment you could ever make. ▲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The Disney Pictures film "Toy Story" inspired a Toy Story Parade at Disney-MGM Studios in the Walt Disney World Resort. Here Woody rides with fellow toys that come to life in the movie.

# ACME CELEBRATES THE BIG 10 IN Orlando

BONNIE THEARD

How fitting that the American Coin Machine Exposition should celebrate its 10th anniversary in one of the world's most favored vacation spots, Orlando, Fla., which carries the slogan, "You never outgrow it."

Mention central Florida and the mind turns to thoughts of orange groves, yet a little history check reveals that Orlando was once a cotton plantation and later a frontier cattle town of an unruly nature. Citrus growing became a major industry in the 1890s; then in the 1950s nearby Cape Canaveral and the surrounding area was thrust into the limelight when space exploration was declared a priority and Florida's Atlantic coast was chosen a prime spacecraft launch site.

# ACME '96

**Visitors pass through Cinderella's Castle, the symbol of the Walt Disney World Resort, to reach Fantasyland in the Magic Kingdom.**

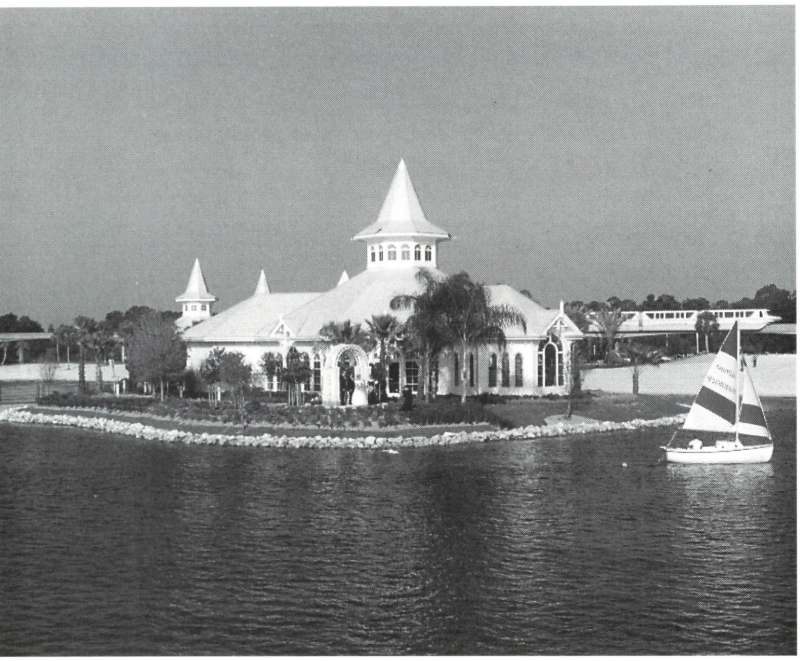
It was in 1965 however that the city's future course changed dramatically when Walt Disney began reclaiming 27,000 acres of swampland southwest of Orlando for the Walt Disney World theme park that opened in 1971. Since then the city has experienced unparalleled growth and become home to an impressive number of major tourist attractions.

Like its host city that has undergone significant changes, ACME has continued to reinvent itself by adding more operator-oriented programs to its agenda while providing the only major spring trade event to showcase coin-op products and related services. Examples of those changes include the annual Redemption Field Trip and TechFest, along with the Treasure Hunt, League and Tournament Row, and now a special three-part Disney Development session on the seminar program.

ACME represents the merger of the Amusement Operators Expo started by Play Meter founder Ralph Lally in 1980 and the Amusement Showcase International started by the manufacturer's association in 1984.

The first ACME in 1986 saw the introduction of these new games: *Chiller, Ikari Warriors, Legend of Kage, Play Choice 10, Ring King,* and *Space Harrier* in videos; *High Speed, Raven, Lady Luck, the Loch Ness Monster,* and *Rock Encore* in pinballs; and *Phraze Craze, Reel Fun,* and *Super Triv-Quiz* in countertops. The new emerging merchandiser category listed *Big Choice Triple Crane, Diga Mart, Fantasy Island, Lucky Crane, Skill Crane,* and *UFO Catcher.* Kiddie rides included *Cobra Army Tank, Express Train, Indy Race Car, Mini Ferris Wheel,* and *Silver Ghost* old-time car.

This year will have its own share of surprises in store. After taking care of the business at hand, such as attending



**Walt Disney World Resort's hallmark monorail passes by the new Disney Wedding Pavilion on a private island in the Seven Seas Lagoon.**

seminars, cruising the exhibit aisles, and ambling down the Memory Lane exhibit, set aside time to explore Orlando's many pleasures listed here for your convenience.

## Attractions

Gatorland (14501 S. Orange Blossom Trail) has 5,000 crocodiles and alligators in residence. Educational shows are scheduled daily.

Kennedy Space Center/Spaceport USA (one hour east of Orlando) features bus tours, IMAX movies, a Space Shuttle exhibit, and much more. Also check out the Air Force Space Museum, Astronauts Memorial Space Mirror, and U.S. Astronauts Hall of Fame (home of the U.S. Space Camp-Florida).

Ripley's Believe It Or Not! Museum (8201 International Drive) is housed in a unique crooked building that features themed galleries with rare and unusual items, as well as audiovisual presentations and interactive exhibits.

Sea World of Florida (7007 Sea World Drive) affords an opportunity to view a variety of marine life from manatees to walruses and killer whales to sharks. In addition to the exhibits are shows that entertain and educate.

Splendid China (3000 Splendid China Blvd. in Kissimmee) brings the wonders of the Far East to life on 76 acres of exhibits that range from replicas of the Great Wall, the Leshan Buddha (over 235 feet tall), and Suzhou Gardens.

Universal Studios Florida (Exit 30-B on SR 435) provides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Series

**A quantum leap in technology**
If you're new to electronic dart games, you'll be eager to meet this new machine. If you already operate dart games, fasten your seat belt and get ready for a new industry standard. The Cougar IQ is guaranteed to fascinate you, your locations and your players.

This is the future of electronic darts. A machine with 2 megabytes of programmable FLASH memory. An Intel 386 processor and PC 104 expansion bus architecture for future upgrades.

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**Why Cougar IQ is the intellegent choice.**

# Special Attractions

**Disney Development**: Learn from the leaders in customer satisfaction with three morning sessions that focus separately on management, service, and creativity in the Disney tradition.

**League and Tournament Row:** Tabletop displays and exhibits, one-on-one consultations, and all the data needed to start running leagues and tournaments are in one convenient place.

**Media Idea Center:** Promotions of every type are considered for video, audio, or print media. Find out what fellow operators have experienced—the good, the bad, and the best.

**Memory Lane:** Do you remember *Space Harrier*, *Speed Buggy*, and *Super Sprint?* These games were on display at the first ACME 10 years ago. Look for memorabilia on games, people, and happenings in a special area devoted to a blast from the past!

**New to the Business Idea Center:** A must for those new stalwart souls who join the ranks of coin-op. Gain valuable free data on distributors, trade press, and trade associations.

**Redemption Field Trip:** Rhonda Fletcher of ARMS Intl. and Sue Monday of Spirit Designs lead a tour of four different family entertainment centers, both indoors and outdoors.

**Redemption Idea Center:** Still not sure that redemption is the ticket for you? Stop by for practical information and promotional ideas that have proven successful.

**TechFest**: Service guru Randy Fromm oversees the video training center, technician certification program, and troubleshooting clinic. In addition, check out the Job Shop Bulletin Board and view exhibits of parts and diagnostic tools as well as demonstrations by manufacturer's service personnel.

**Treasure Hunt:** For operators only! Seek and you will find five Pirate's Coves where you can have your Treasure Hunt card stamped. Then drop off at the Treasure Hunt booth to qualify for daily prize drawings.

**See Shamu, up close and personal, at Sea World of Florida in one of the four new shows.**

a look at behind-the-scenes television and motion picture production as well as thrilling rides such as Back to the Future, Earthquake, E.T. Adventure, Ghostbusters, and King Kong's Kongfrontation. For the smallest visitors there's Fievel's Playland and A Day in the Park with Barney.

Walt Disney World Resort (enter from US 192 or I-4) is multiple worlds in one. Choose from The Magic Kingdom, EPCOT, Disney-MGM Studios, Discovery Island, and Typhoon Lagoon. Newest attractions include Alien Encounter and Astro Orbiter in the New Tomorrowland (The Magic Kingdom), Innoventions, Global Neighborhood, and Honey I Shrunk the Audience (EPCOT), and Twilight Zone Tower of Terror (Disney-MGM Studios.

## Night spots

Church Street Station (I-4 at Anderson St. exit) is an entertainment center located in a restored train depot. Look for themed restaurants, shops, and arcades.

Hard Rock Cafe (5800 Kirkman Road at Universal Studios Florida) lives up to its rock and roll image complemented by fine food and good service.

Orange Avenue (around the corner from Church Street Station) is home to popular nightclubs that offer live entertainment, from cool jazz to rhythm and blues and alternative rock.

Pleasure Island (across from the Disney Village Marketplace) features themed night spots and shopping on a six-acre site. Entertainment choices cover music, dance, and comedy in tune with the '50s crowd up to the '90s crowd. One of the newest additions is Planet Hollywood.

**Wild Arctic, the newest addition at Sea World of Florida, focuses on polar exploration.**

Rodeo (12413 S. Orange Blossom) specializes in country music.

Time for a little laughter? Try Bonkerz Comedy Club at J.J. Whispers (Lee Road and Adamson St.) and The Comedy Zone (626 Lee Road and 6515 International Drive).

## Dining

Arabian Nights (6225 W. Irlo Bronson Memorial Hwy. in Kissimmee) presents a royal dinner and adventure—a prime rib feast with an equestrian floor show of 30 riders and 65 horses.

Atlantis (6677 Sea Harbor Drive at the Stouffer Orlando Resort) specializes in American cuisine, including lobster, fresh fish, and lamb dishes.

Bergamos Italian Restaurant (8445 International Drive) features an energetic service staff that entertains, mostly singing opera and Broadway selections.

Chatham's Palace (7575 Dr. Phillips Blvd.) has a cozy setting and a menu of beef, venison, shrimp, lamb, and fish.

DUX (9801 International Drive in The Peabody Hotel) serves up Mesquite-grilled game, seafood, and specialty meats in a formal atmosphere.

Fishbones (6707 Sandlake Road) features fish, steaks, and


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You'll be surprised—and delighted—by the new Cougar IQ. All the latest high-tech, player-friendly features you asked for in a flexible, operator-friendly package.

**No surprises in technology**

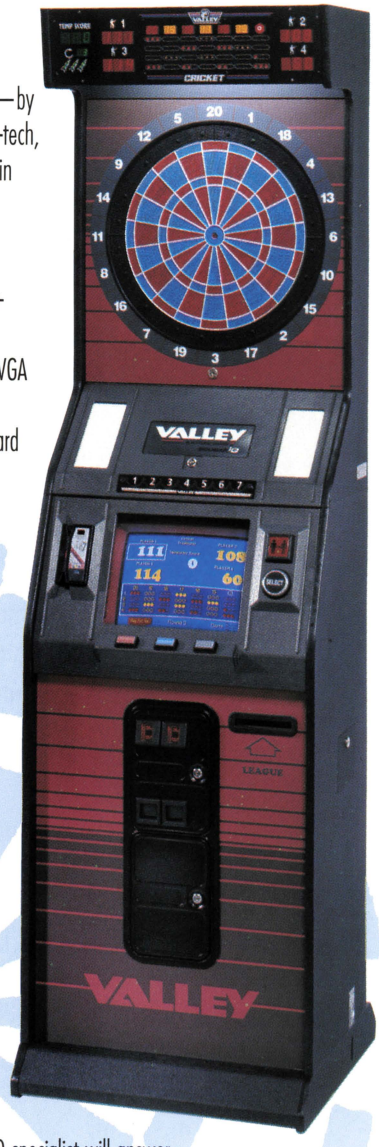
Our designers started with an industry-standard base. All proven, open-shelf components, like the interactive 14" VGA monitor. Intel 386 EX processor with PC104 expansion bus. Industry standard card reader, fax/modems and PDA. Even NDA/ADA handicapping.

**No surprises in quality**

Plus all the high quality features you expect from Valley. Exceptionally durable, long-lasting cabinets. Superb T60/30 targets. Meets or exceeds all nationally-recognized safety codes: M.E.T. - N.R.T.L. certified to comply with UL 22 and the F.C.C. And, of course, Valley's unmatched 7 a.m. to 7 p.m. service and support.

**A surprising package**

All the features you want today. Plus all the flexibility you'll need for tomorrow.

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# Schedule of Events

**Wednesday, March 6**

| | |
|---|---|
| 9 a.m.-5 p.m. | Redemption Field Trip |
| 9 a.m.-5 p.m. | Registration Open |
| 8 p.m. | AAMA Distributor's Gala (by invitation only) |

**Thursday, March 7**

| | |
|---|---|
| 8 a.m.-9:30 a.m. | Seminar: Management Disney Style |
| 9:45 a.m.-11:15 a.m. | Seminars: Entertainment Leasing, Kiddie Rides, Redemption 101 |
| 9:45 a.m.-12:45 p.m. | Seminar: League and Tournament Round Table |
| 9:45 a.m.-4:45 p.m. | TechFest |
| 10 a.m.-Noon | Exhibits Open for Distributors |
| 11:30 a.m.-1 p.m. | Seminars: Redemption for Route Operators, Fun With Marketing and Promotions |
| Noon-5 p.m. | Exhibits Open to All |
| 6:30 p.m. | Operators' Cocktail Party and Award Presentations |

**Friday, March 8**

| | |
|---|---|
| 8 a.m.-9:30 p.m. | Seminar: Service Disney Style |
| 9 a.m.-4 p.m. | Registration Open |
| 9:45 a.m.-11:15 a.m. | Seminars: New Concepts in Entertainment-Future Parks, Tomorrow's Jukebox-The Impact of New Technology |
| 9:45 a.m.-4:45 p.m. | TechFest |
| 10 a.m.-5 p.m. | Exhibits Open to All |
| 11:30 a.m.-1 p.m. | Seminars: Redemption Alternatives, Identifying Trends in Video Games |
| 7 p.m. | AAMA Charitable Foundation Annual Appreciation Dinner and Silent Auction (Honoree: Jon Brady/Brady Dist.) |

**Saturday, March 9**

| | |
|---|---|
| 8 a.m.-9:30 a.m. | Seminar: Creativity Disney Style |
| 9 a.m.-3 p.m. | Registration Open |
| 9:45 a.m.-3:45 a.m. | TechFest |
| 10 a.m.-4 p.m. | Exhibits Open to All |
| Noon | AAMA Charitable Foundation Raffle |

chops in casual, fun surroundings. A magician may even stop to entertain at your table.

Jack's Place (9700 International Drive in the Clarion Plaza) posts steak and seafood as the order of the day.

King Henry's Feast (8984 International Drive) takes you back to the 16th century for a four-course banquet enlivened with swordplay and troubadours.

Ming Court (9188 International Drive) offers Dim Sum and seafood along with live Chinese music.

## Culture

Orange County Historical Museum (812 E. Rollins St.) houses an eclectic mix of items from Orlando's early days plus pre-Columbian and Seminole Indian artifacts.

Orlando Museum of Art (2416 N. Mills Ave.) is home to a permanent art collection from the 19th and 20th centuries.

Orlando Science Center (810 Rollins St.) features a hands-on experience with WaterWorks, NatureWorks, the Tunnel of Discovery, the John Young Planetarium, and live science shows with four-legged friends.

Orlando Toy Train Station and Museum (8255 International Drive) lets you indulge the child inside with model railroads that span 100 years. A vintage steam train tours the complex daily.

## Adventure

See Orlando from the sky via helicopter with Falcon Helicopter Tours or by hot air balloon compliments of Aerial Adventures of Orlando, Balloons by Terry, or Orange Blossom Balloons, all located in Orlando proper.

You can take a scenic seaplane tour through Florida Seaplanes in nearby Sanford, or fly in an F-16 fighter (no kidding) via Fighter Pilots USA in also-close Kissimmee (the price is steep).

## Shopping

Belz Factory Outlet Mall (International Drive north of Kirkman Road) beckons bargain hunters with 160 stores.

Church Street Exchange/Marketplace is the downtown shopping experience where retail chains and boutiques can be found.

Disney Village Marketplace (along Buena Vista Lagoon) offers international merchandise plus artisans demonstrating their talents.

Mercado Mediterranean Village (8445 International Drive) features 50 specialty shops plus restaurants.

Traditional malls include Altamonte Mall, Florida Mall, Orlando Fashion Square, and Winter Park Mall. ▲

# Exhibitor List


**ARMS Intl. Inc.** ..... **437**
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**A & A Co./Parkway** ..... **336**
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**Acclaim Coin-Op/Lazer-Tron** ..... **1217**
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**AAMA** ..... **875**
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**American Shuffleboard** ..... **411**
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**Amusement Business** ..... **743**
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**Arachnid** ..... **217**
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Interactive, menu-driven instructions make operation easy. Even novice players can master games and options with the simple three-button controls and step-by-step on-screen instructions. The Cougar IQ knows league players by name, and will easily locate their current scores and updated rosters on its 14-inch color video monitor.

**Ernie: coach, pal, adversary**

That's Ernie, our lovable on-screen computer mascot. He congratulates players who've accomplished special feats. Offers advice to novice players. He'll even go the extra mile and be a player's partner—or adversary.

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**Coin-Op Traders** ..... **145**
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**Duzall Toys** ..... **643**
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**Dynamo Ltd.** ..... **717**
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**GDC Inc.** ..... **1536**
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**GL Technology** ..... **236**
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**GaMCO Intl.** ..... **755**
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**Gemini Technologies** ..... **1544**
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**Great American Billiards** ..... **949**
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**Great American Toy** ..... **833**
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**Great Lakes Darts** ..... **261**
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**Green Coin Machine** ..... **148**
(803) 448-7251
**Greenwald Industries** ..... **843**
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**HMS Monaco** ..... **455**
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**Hamilton Mfg.** ..... **544**
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**Hana Ho Games USA** ..... **549**
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**Happ Controls** ..... **1417**
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**Jaleco USA** ..... **917**
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Technology sometimes changes faster than we'd like. Choose Cougar IQ dart games and you'll be ready. Today, you'll use the industry's standard card reader and communication operations to manage leagues from a remote location. Update rosters and handicaps. And run promotions. Cougar IQ games are fully upgradable, too. In fact, the existing technology allows you to expand the IQ's capacity right now. If you wish to add capacity in the future, the built-in PC 104 expansion bus lets you do it.

**Future-oriented hardware**

If our industry begins to accept credit cards or bank debit cards, for example, the Cougar IQ's magnetic card reader is already in place to accommodate such a standard. You'll find that the Cougar IQ's open-design hardware is modular and flexible, giving you adaptability to advancements that are sure to emerge. And that makes the Cougar IQ a smart investment today.

*Fast FACTS by FAX !*

Call 1-800-248-2837 and a Cougar IQ specialist will answer your questions and fax you the information you need.

**Touches Tomorrow**
**Why Cougar IQ is the intelligent choice**

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# Promotion Savvy

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Accepts 5 different types of debit cards that can be used for a wide variety of promotional applications. And simply counting the card swipes lets you calculate the promotion's effectiveness.

**On-Screen Advertising**
On-game memory stores product advertisements and other promotional announcements that can appear on the game screen at certain intervals during play and between matches. Gives you potential for a new revenue stream.

**Multi-Media Promotions**
Combine the game's memory with on-screen graphics and card reader applications to sponsor wide-reaching "Swipe Stakes" based on bar coded contest cards.

*Fast FACTS by FAX !*
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**Primed for Promotions**
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# AMERICAN COIN MACHINE EXPO
## MARCH 7 - 9, 1996
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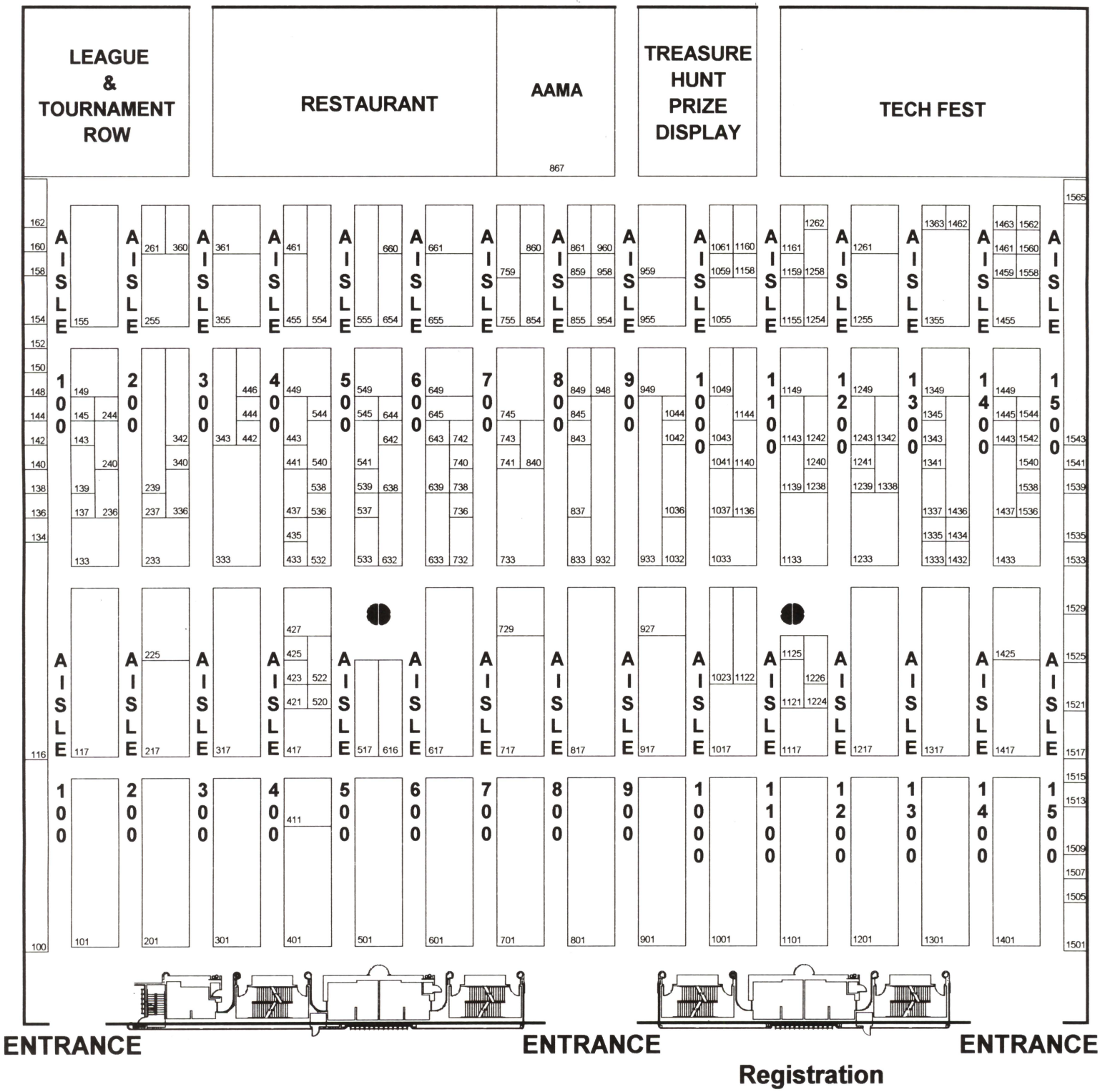

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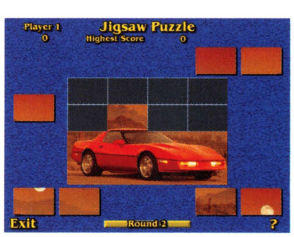
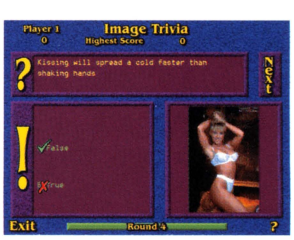
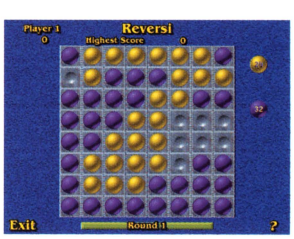
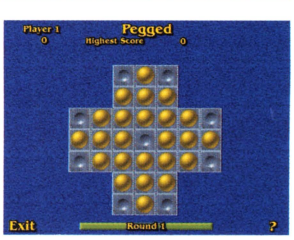
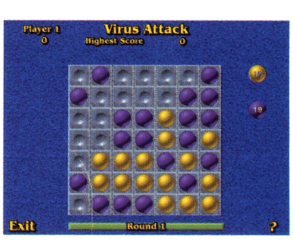
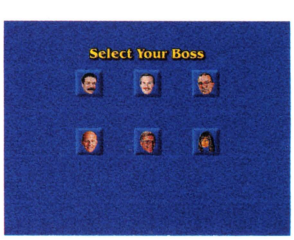


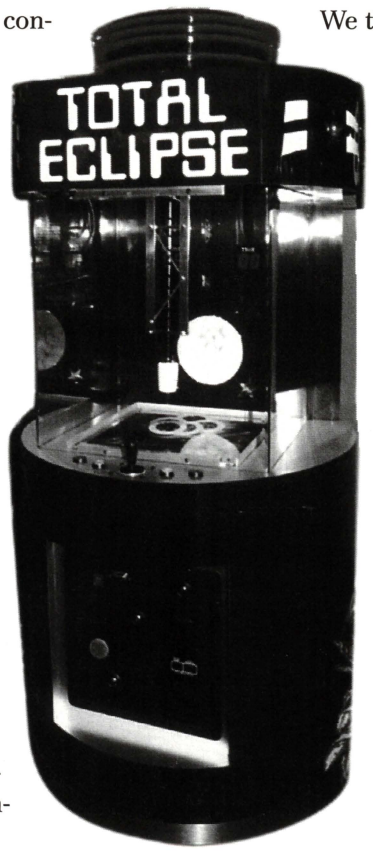
# It's your choice when it comes to equipment

***The best-kept secret before any show is what each manufacturer will be featuring. We try to get a feel for what attendees will see but there will be much more awaiting your approval.***

Long gone are the days when operators converged on a trade show to see only one type of product, like video games. While video games are still a highlight of any show, operators realize that it's a diversity of equipment that spells success. Whether it's back to basics with pool tables and darts or on to more adventurous product like virtual reality and simulators, ACME '96 should be a buffet of new things.

There is such a diverse group of operators looking for a broad range of product that it is harder to single out what they need. No longer do street operators dominate the floor searching for just the right thing for their street locations. Now these operators are complemented by a new crop of FEC operators whose locations are as different from the street locations as the operators are themselves.

Also gone are the days when only a few manufacturers dominated the showfloor with their equipment. Now operators can find the perfect product from a bigger variety of manufacturers. Just as the family entertainment center market expanded tremendously over the last few years, so has the number of manufacturers providing the much-needed equipment to meet their demands.




**Bob's Space Racers' *Total Eclipse***

From video games kits to giant simulators, there's someone looking for just that piece. Here's a mini list of what to look for as you walk the floor. See our next issue for a complete, alphabetical list (by company name) of everything at the show!

Several shows ago, we were tantalized with the prospect of virtual reality games taking us into the realm of a more exciting reality than we even knew we wanted. However, most of those first voyagers into virtual reality went home to regroup or simply call it quits. Their numbers were down to nearly zip.

But one that has remained strong is Virtuality, and you'll see its latest at ACME. The new game for its Series 2000 SD (sit-down) console is called *Ghost Train*. It's a white knuckle ride keeping players on their toes while trying to escape from the murky depths of the underworld.

We thought there'd be more in the way of virtual reality, but actually you'll see a bit more of the big stuff like this at the Fun Expo, which caters to the family entertainment center market.

You read about Incredible Technologies' *Peter Jacobson's Golden Tee 3D Golf* tournament in our pages last month. Now you can experience it at ACME. Available as a kit or a revolutionary new dedicated tournament game, you've rarely had a more pleasurable golfing experience. As a tournament version the unit hooks to a regular phone line. In addition, you'll be treated to *World Class Bowling*, a superb video kit and a sneak preview of *World Class Bowling* as a tournament unit.

Namco, a company that always has something you can't do without, will offer up *Time Crisis, Soul Edge, Dirt Dash,* and *Point Blank.*

*Time Crisis*, a one-player upright video available in 50- or 27-inch monitor, features an innovative pedal feature that takes it one step further. Players will thrill to the challenge of saving the president's daughter Rachel from a tyrant bent on retaking power.

*Soul Edge* takes place in the middle of a 15th century chaotic world where clans from every region are seeking power. It's available as a kit or dedicated with a 27-inch monitor.

Namco describes *Point Blank* as "back by popular demand."

*Point Blank*'s algorithm sensing PCB is one of its more successful elements. It enhances the precision of each shot fired, making it very realistic.

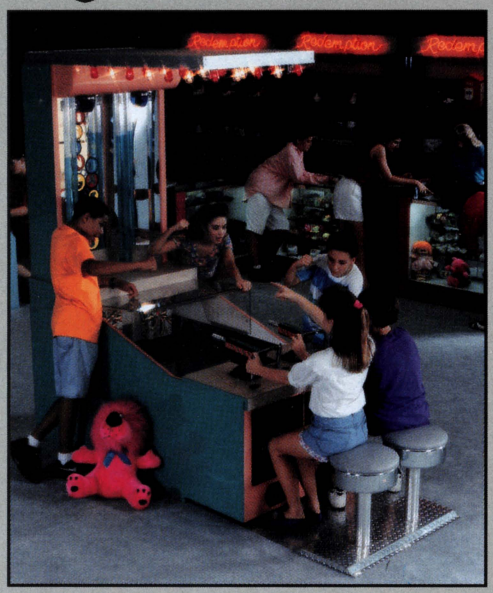
Getting away from the fierce fighting, Namco offers *Dirt Dash*, a one-player driving game. Player choose from a sports car, a 4X4 truck, or dirt buggy. Each reacts differently to conditions.

Who could resist stopping by Sega's booth to fantasize over the latest video games. This time there will be *Virtual On*, a robotic fighting game; *Sky Target*, a flight simulator; *Manx II*, a motorcycle racing simulator; and *Virtua Cop 2*, a shooting game with all the realism you'd expect. Now that

# Bob's Space Racers®

# A TICKET TO RIDE

## TO $UCCE$$ AND PROFIT$



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**Bob's Space Racers** has been the redemption ticket to ride since 1970. With Bob's you know that you are getting games that are in tune with today's game players – true redemption games and proven money makers. Operations of all sizes have come to depend on Bob's because of their decades of success, quality construction and legendary service. Bob's also offers more than just games, they can provide time-tested operating methods and complete facilities design services. Call for complete information on games and services.


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Sidewinder A Patented Game of Bob's Space Racers

Designers and manufacturers of games since 1970

sounds like a pretty impressive line-up, but guess what? Sega hints that it plans on having even more, maybe even some surprises!

Are game revenues really down the toilet? Sega Pinball sure thinks so with *Cut the Cheese*, a comical coin roll adventure. Players send coins to a motorized potty for big jackpots and lots of tickets.

Capcom, whose *Street Fighter* series put video games back on the map, will be showing its new pinball game, *Airborne*. It's a traveling air show in which players attempt to complete tricks at air shows all around the world.

Also check out Capcom's latest video game, *Dungeons and Dragons: Shadow over Mystara*, a medieval fantasy role-playing game for up to four-players. But that may not be all, according to the company. Expect to see some surprises!

Konami, another company famous for great video games, will feature *Midnight Run*, a driving game in which players choose one of four sports cars in stock or tuned configurations. Don't miss Konami's other offerings: *Run & Gun II*, which was just wrapping up development in Japan at presstime; *Crypt Killer*, a death hunting adventure with an explosive pump action shot gun; and *Chicken Dash*, which begs the age-old question: just why does that chicken cross the road?

Data East will show *Avengers in Galactic Storm*, a four-button video that features 18 world famous comic book characters with 3-D graphics.

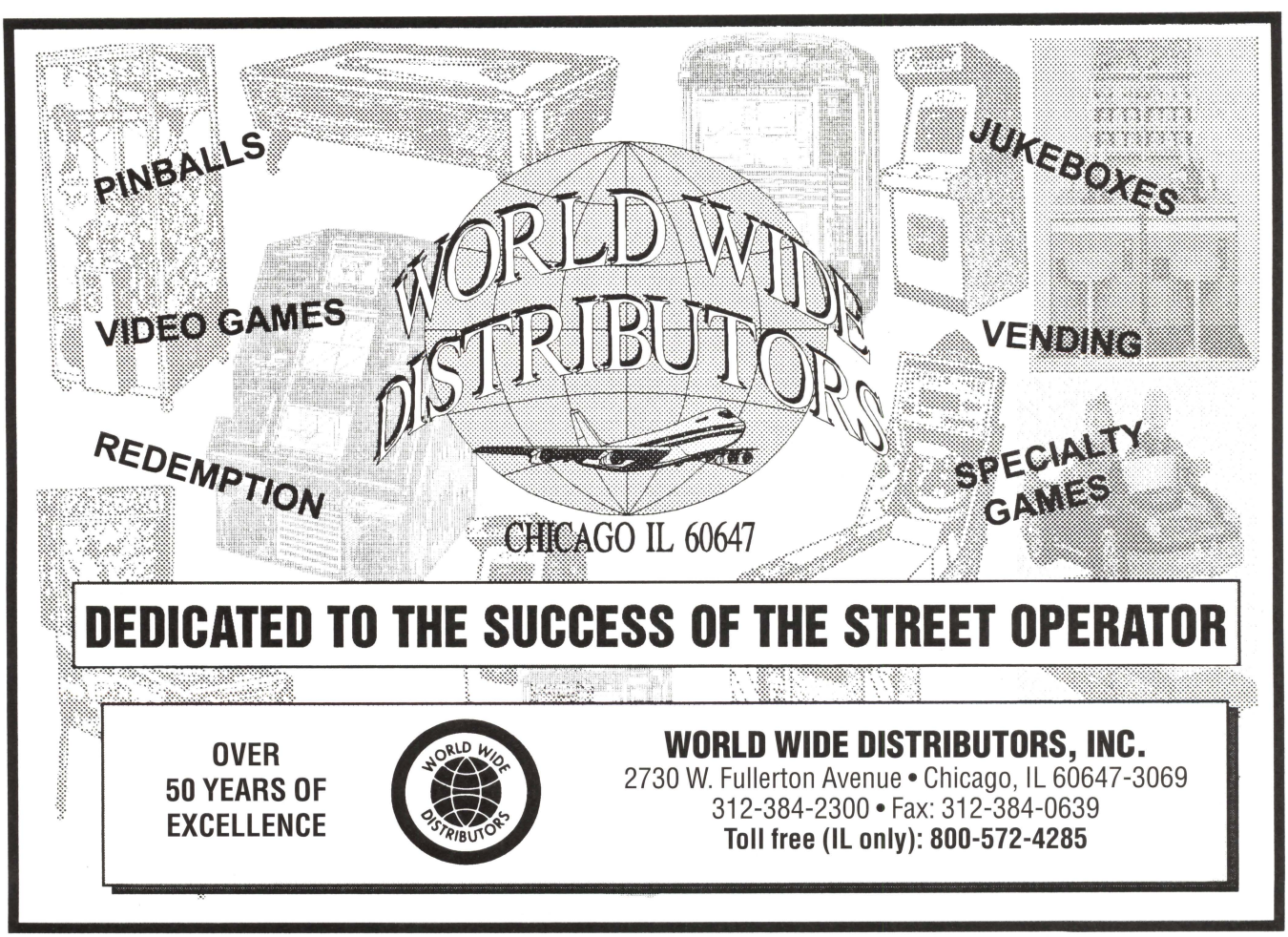
If you loved *Killer Instinct*, or have kicked yourself for passing it over, you have another chance with Midway's *Killer Instinct 2*. It's being manufactured under a license arrangement between Midway, Nintendo, and Rare, the same team that produced the original. Not only is the game more exciting, like the first one it features a hard drive, said to be the wave of future games. (See Tom Cahill's article elsewhere in this issue explaining what it means exactly.)

Sister company Bally will show two pinballs: *WHO dunnit?* takes players into a world of the classic murder mystery and challenges them to solve a series of imaginatively conceived crimes. *Attack from Mars* takes us back to the classic alien horror movies of the '50s complete with little green martians.

Under the Williams logo you'll find *Congo*, a pinball based on the popular movie of the same name.

Street operators will love spending lots of time at the Merit booth. The company brags that it has focused on street operators and the product you'll see seems to verify that. The *Megatouch* countertop and *Scorpion* electronic darts are two things street operators really need.

If music is your game, then Rowe has some surprises in store for you with its *LaserStar Venus, Eagle, Wallette,* and *Nostalgia*. While you're there, the company also plans to show a line of large and small food merchandisers, com-



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# CHICKEN DASH™

## Q: Why did the chicken cross the road?

- Based on a Real Classic - Roll the Coin and Try to Cross the Road!
- Cars Move on 3 Separate Belts to Block the Way!
- Operator Adjustable Payout!
- Attractive Marquee with Sequenced Lighting!
- Separate Locked Areas for Tickets, Coins, and Service!
- Reliable Ticket Dispenser with 6000 Ticket Capacity

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pact snack/candy/pastry, popcorn, and ambient vendor with credit card capabilities.

I'm going to NSM's booth to see Keith! You must have seen that forlorn mug donning NSM's ads. He's the Maytag repairman of the coin-op industry. Seriously, there's a lot to see here from CD jukeboxes to kiddie rides. EMT's line of kiddie rides will have you wondering exactly why you haven't added them to your route and NSM's jukebox line will make you really glad you've already added music.

Then there's Rock-Ola, a company with a long history and a rosy future. After purchasing the legendary company, Antique Apparatus began making its own mark on product design. Get by the booth to see the *Convertible Rocket*, a jukebox that can be a wall mount or with the addition of the booster base, a complete floor model. To apply a popular jingle, see Rock-Ola again for the first time!

If it's a video game challenge you're looking for but you're just a kid, look no farther than Carousel's *Speedster II* video ride. You can take a spin through the country in a really neat car passing cows, chickens, and maybe even doing it on a slick road.

Carousel's own Miss Moppet, Allie the talking alligator, and Muffin the talking dog invite you to check out their talents on the new *Kidphone Novelty Vendor*, with a great special introductory price.

In addition, Carousel will highlight its recently introduced line of redemption rides that the company says have the potential to double kiddie ride revenues. Sounds like an offer you shouldn't refuse!

When you see your favorite clown, Bozo, you know you're at the Kiddie Rides USA booth. See the *Bozo Car* and the *Bozo Bus*. You'll also see the

**Seidel's *Goin' Rollin'***


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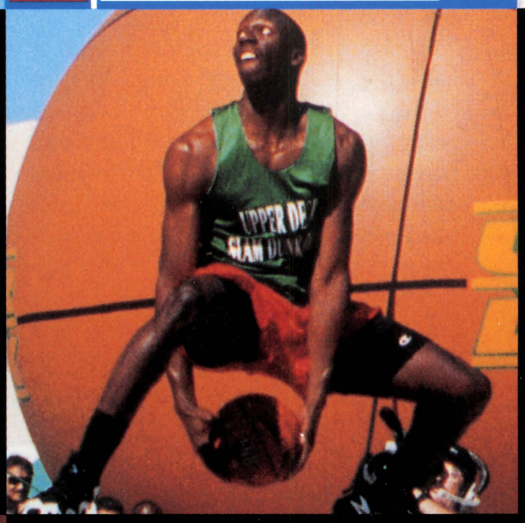
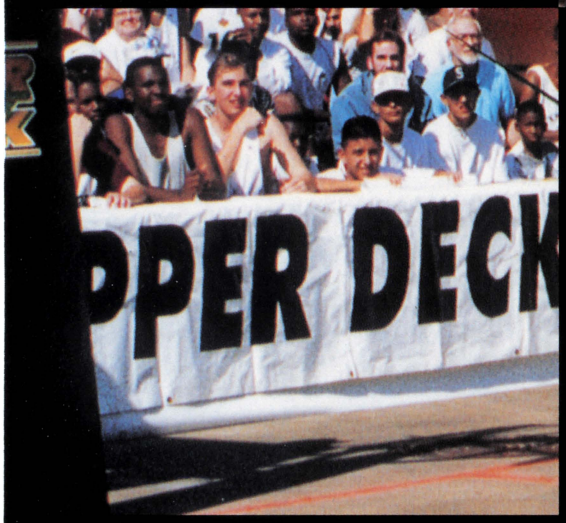
# WORLD TOUR HOOP IT UP® 3 ON 3

## Triple Slam Dunk Action!



## #1 Draft Pick of the Year!

- Fun for all ages.
- Head to head competition with other player selectable modes
- Unique basketball controls and large LED scoreboard display for realistic action.
- Exciting basketball announcer and music add to the players experience.



Insert coin and the **ACTION** timer begins. Slam the basketball controls and try to **SCORE** a single, double or triple basket. **BONUS** points awarded for every triple slam. **HOOP IT UP** keeps players of **ALL AGES** coming back for more!

TIME WARNER INTERACTIVE

ATARI GAMES

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*Old Time Renault, Hello Train, Thunderbolt, Danny the Dinosaur, Noah's Ark,* and the *Gold Wing* motorcycle. But that's not all, said the company, promising some hot new licensed rides.

Planet Earth will show the *Grand Treasure Falls* along with its popular number one piece, *Treasure Falls.* Also check out *Dinoscore, Ticket Snatcher,* and the self-redeeming *Dinowin.*

BWB Newark has some machines you'll want to take home. See the *Sunset Skill Stops, Bullion Blox SWP, Happy Hour* with prize, and the *Cup Final.*

Mention redemption and you'll think of Coin Concepts. Get over to its booth to see *Six Gun Saloon, Airuption, The Dealer, Triple Play, Gold Rush, Lucky Lady, Dream Boat,* and *Home Run Hitter.*

Calling *Bug Bash* its largest success in years, Bay Tek invites all attendees to check out this game that is "knocking the heck out of its competition." Bay Tek hints that there may be a new game introduced at the show, perhaps a space game...hummmm.

Now here's a game that sounds like fun, Fun Industries that is. It's the company's newest redemption piece called *Pop-Fly.* Apparently it's so new that the girl answering the phone at the company hadn't heard of it! Now's your chance to get over to the booth and see what it is. Also check out the *Party Cash Cube, Steer Crazy* (if you haven't played this one yet, don't miss it this time!), and *Kick 'N Catch.*

Rainbow Cranes will show what it calls "the world's finest" skill cranes, including an expanded selection of wood grain models. Rainbow says that it will continue to introduce watch/jewelry and candy/toy cranes that were previously unavailable due to exclusive contracts.

Smart Industries will feature its Smart Ticket Center with a whole load of features. Also on hand will be the company's impressive redemption product line and the growing line of *Clean Sweep* cranes. The company has about every configuration you could ever want.

Meltec reports that it doesn't have any surprises but that won't stop showgoers from checking out the mega popular hits *Big Mouth Jr.,* a two-player with a super ticket bonus display, and *Cavemania,* also with the bonus ticket display.

Quick Silver also reported that it won't have anything brand new, but you'll have another chance to see *Silver Queen* and *Turbo Pusher* coin pushers along with *Fiddle Stix,* a neat ball roll-down.

Bromley has been giving the industry some great games and the company is still on a roll with *Space Probe,* its latest redemption piece. Players have an allotted time to manuever a space pod over a randomly lit crator and attempt to land the space pod in one of 15 crators to win big tickets.

The company will also be showing its line of popular redemption pieces including *Wheel 'M In, Rock N*


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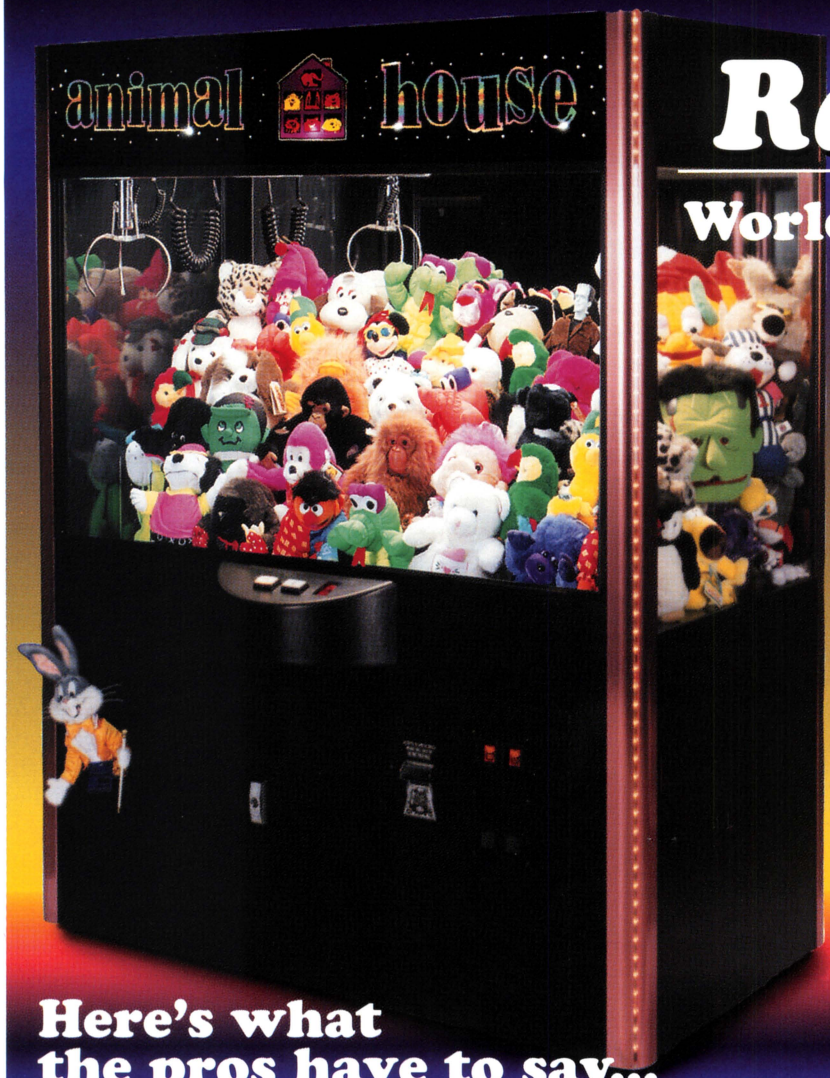


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*David Chazen — President, Win Stuff, (sister company of Good Stuff Toys)*

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*Ken Higgins and Bill Emerson — Northeast Coin Company*

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Lazer Tron's *Miner's Revenge*

*Bowl, Derby Dash, Prize Tree, Dino Rally, Turf Champ, Super Rock N Bowl, Super Wheel 'Em In, Cops & Robbers,* and *Colorama.*

Jaleco's *Spider Stompin'* and *Spider Splattin'* are worth taking another look. In *Spider Stompin'* players try to stomp on spiders from a non-skid floor platform that lights up. *Spider Splattin'* challenges players with a mallet or their hands for the same great action.

Seidel's *Smokin' Token* roll-down was a great success and I simply loved the name. Now there's *Goin' Rollin'* (who thinks of these names, they're great!!) with a roller blade theme. Kids of all ages should be attracted to the colorful graphics, the theme, and of course, the challenge.

Lazer-Tron has one of the most impressive product lines of anyone. And this year with Acclaim the company will have a big production booth. It's going to be really cool, said the company. In addition to tried-and-true hits you're in for a treat with the new *Pitch-It*, a coin toss game; *Miner's Revenge*, described by the company as video redemption at the highest level; *Safari Roll,* a jungle themed roll-down that will delight kids; *Solar Spin*, a two-player video skill-stop; *Birdie Putt*, a unique golf putting game; and a new boxing game, not named at presstime.

Acclaim, which recently bought Lazer-Tron, will be showing its first two games. They are *Batman Forever*, a two-player joystick/button dedicated game based on the hit movie starring Val Kilmer, and *NBA Jam Extreme*, a four-player dedicated video featuring the top NBA players.

Bob's Space Racers will highlight *Total Eclipse*, an ideal family game according to the company. The center of the playing area is a sun with light radiating from it. The object is to cover the sun so no light is showing. You do this by moving star disks over the sun using


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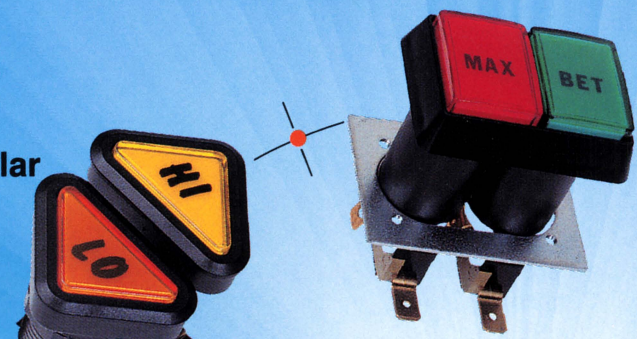
# Starpoint - the innovators - Behind the games people play

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**Namco's *Dirt Dash* and *Soul Edge***

the joystick that controls the grabber. It looks easy, but looks can be deceiving!

People have had more fun with Photo Vend's machines at recent trade shows; remember the 3-D glasses to view the photo? This time there's a new one you won't want to miss. It's called *Paparazzi*, and the company says it's designed for street locations everywhere

After you've made your selection of redemption games, how about updating your merchandise. There are about two dozen companies planning to show you the latest, hottest items to wow your customers. See Ace/Acme's hot new licensed items including Looney Tunes, Animaniacs, and 1996 Olympic goods.

Plush-4-Play has quite a few surprises including this surprise: the National Crane Network location acquisition point man. Also see the 42-inch oak skill crane along with a video of the manufacturing facility. Of course, you'll be delighted with the company's $1.25, $2.50, and $3 pre-packs of redemption merchandise.

Laramie Interest always has surprises for showgoers and this time is no exception. See its line of licensed and seasonal pre-paks for all types of cranes and redemption merchandise for FECs and arcades.

It's not called King Plush for nothing! See its king-sized selection of 10 to 25-inch redemption merchandise, crane pre-paks, and some very special exclusive items.

What show would be complete without the table game manufacturers. Operators have long seen the value in pool tables, and many are now adding air hockey, foosball, and shuffleboards to their product lines. Dynamo says its *Top Brass* pool table has been an overwhelming hit. The company is putting some finishing touches on new modifications you can see at the show.

Though not a table game, Dynamo has another hit with *Tournament Solitaire*, a follow up to *Solitaire*. Operators call it one of the most popular games they operate.

American Shuffleboard will be showing its new *'96 Classic*, the coin-op bumper pool table, and its line of shuffleboards. But that's not all according to the company: "There will be some surprises that we can't divulge right now. Come over and see them!"

Great American Billiards tells us it will be highlighting its pool tables, power hockey, foosball, and a new 33-inch universal game cabinet.

Valley will be highlighting its *Cougar IQ Series* of electronic darts. The company describes it as a quantum leap in technology. Also see Valley's expanding line of quality pool tables.

Tornado has been successful promoting foosball tournaments and operators are finding the company's foosball tables very reliable. Check out the new air hockey table in the booth.

Phone cards are becoming more popular and you can check out the Phone Card Dispenser from XCP, which will also feature prepaid debit card readers, writers, and change machines.

Keep in mind as your are planning your days on the exhibit floor that the products mentioned above are only the tip of the iceberg of new things you'll see. And don't pass by a booth if you don't recognize the name, it could very well house the next great innovation. ▲

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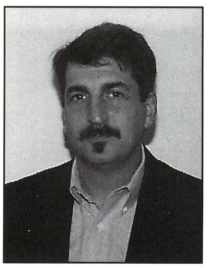

# A lesson from Mickey Mouse

Arcade supervisor Ron Lindsey shows Randy Fromm the Tomorrowland Arcade.

When you think of well run operations, one name comes to mind over all others. The Disney company has been entertaining families since Disneyland opened in the mid-fifties. It was Walt Disney's idea to provide an amusement park where folks could bring their kids and where the entire family could have some good, wholesome fun.

Hey, isn't that what our industry strives to do? Perhaps we could learn a thing or two from the people who run the show at Disney. With that in mind, and because this month's ACME show in Orlando, Fla., features presenters from the Disney organization, I set out to learn what I could about Disney's amusement machine operations, who runs the games, and how they operate.

Some years ago, I attempted to contact Disney for an article on the arcade service department at Disneyland in California. I was rebuffed at the time, apparently because the PR folks at Disneyland didn't see any reason to publicize their operation. My request for an interview with the service manager was denied.

I expected a similar response at Disney World, but as it happened, my first contact was easy. The Magic Kingdom had purchased my technical training tapes. All I did was call Ron Lindsey, director of operations for the Tomorrowland Arcade at Disney World's Magic kingdom. If anyone could help me, it would be Ron.

Disney employees (excuse me, cast members) are hired because they're nice people. It's their job to "make your day." Unfriendly applicants simply don't make it past the screening process. Ron Lindsey is "nice" personified. He was a gracious host and made my tour a genuine experience. Not only did he take the time to show me his operation at Tomorrowland he also took me into the "underpark" area of the Magic Kingdom. It's the series of tunnels and rooms that actually make up the ground floor of the park. The place is abuzz with whizzing electric carts and bicycle traffic. Maps and signposts on the walls tell you where you are in relation to the park above. When you are enjoying a stroll down Main Street at Disney's Magic Kingdom, you're actually walking on the second floor of a huge structure!

And speaking of Main Street, I was very disappointed to learn that they have removed the Penny Arcade on Main Street and given the space over to retail sales. Buried in a store room deep in the underpark lies the strength testers, electroshockers, love machines, and other games of bygone days. What a shame! Ron showed me an old "pitch & hit" baseball game that an enterprising Disney technician had actually taken the time to completely redesign and rebuild with solid-state electronics, including seven-segment readouts for the scores. I was very impressed with that. There are, however, a few of the old machines still located in the retail store.

**Randy Fromm**

### The New Tomorrowland

More than 20 years have passed since its incarnation, and Tomorrowland was beginning to look a bit like Todayland as the wheels of progress began catching up to the original design team's vision of the future. As such, Disney has rebuilt the area into the New Tomorrowland, complete with bold graphics, striking (almost retro, in a way) architectural elements and a new "Alien Encounter" attraction that uses startling psychological tricks and special effects to terrorize wave upon wave of hapless audience members. I won't give it away here because I'd hate to spoil the surprise for anyone who hasn't experienced it yet. Suffice it to say that you'll likely be scared witless!

Part of the New Tomorrowland is a fabulous amusement arcade where park guests can sample the latest that our industry has to offer. About as far removed from the Penny Arcade as you can possibly get, the Tomorrowland Arcade is a neon extravaganza that houses all of the latest high-tech amusements including an eight-bank, large screen *Daytona* setup that generates more excitement than I've seen in

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an arcade in quite some time. Ron gives kudos to his tech staff for their competence as the units arrived in hundreds of pieces with absolutely no paperwork or assembly instructions of any kind. Still they managed to put the whole thing together in just three days.

This *Daytona* installation has an added feature that's pretty neat. Not only can players compete against each other on the track but spectators can get a good laugh watching the reactions of the drivers on closed-circuit television monitors. Mounted on top of the *Daytonas* are video monitors fed by video cameras that are pointed at the drivers. There's an electronic switcher that displays each driver in turn on the display monitors. It's interesting that the picture on the monitor is actually reversed so the display is a mirror image.

Another interesting feature of the Tomorrowland Arcade is not something which the players are aware of but is of interest to those of us in the coin-op industry. The entire arcade is wired to a central bookkeeping system that tracks the coin drop on each game. Every piece in the arcade has an infrared transmitter that emits the coin count. It's a small box that sits on top of the game cabinet. The infrared signals are picked up by receiving units that are mounted on the walls. The system keeps track of all the machines in the arcade. At any time, the coin drop of any game can be called up by the arcade's central computer. The collective coin drop can also be displayed along with other data such as the traffic on an hourly basis.

Resort arcade manager Sharon Culpepper.

All of the games at the Tomorrowland Arcade are owned by Disney and serviced by Disney employees. Ron has a staff of five technicians that service the machines. They each work a four-day, 10-hour shift. The arcade service department used to be responsible for maintaining all of the games on the property (including the gone-but-not-forgotten Main Street Penny Arcade). But now that has been scaled back to just the Tomorrowland Arcade.

I had the opportunity to visit the arcade maintenance shop while I was there. I have to admit, I was actually pretty jazzed to be going there. After all, this was Disney! I expected to see a flawless shop with racks and racks of spare parts, service equipment, and tools galore.

The shop was all that I had expected. They had all the stuff they needed to keep things up and running. However, it wasn't the fast-paced, highly efficient, robotic-like entity I had expected from Disney. It was, instead, an unassuming little repair shop

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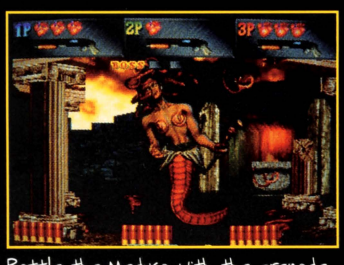


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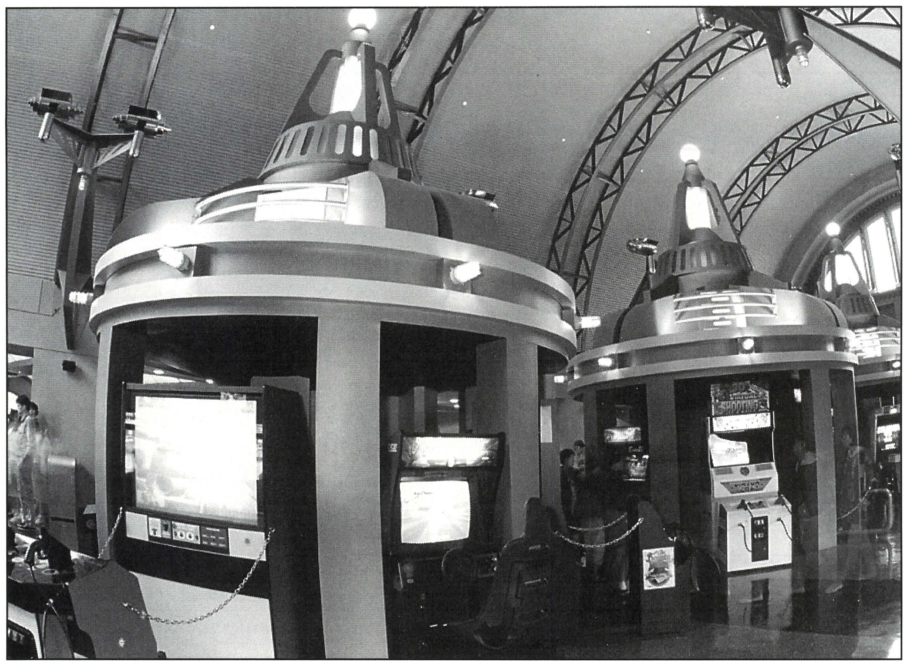

The Tomorrowland Arcade

with walls lined with storage units, a drill press, work benches, shelves, and a nifty little hooded paint booth with an exhaust fan that they converted from a discarded sandblasting unit. It's just the right size for control panels and other small parts that need a quick paint job before going out onto the floor. There was also a nice little break room with a table and chairs and a small office for the boss.

As an aside to their regular duties, Ron's arcade technicians also service currency counters, time clocks, and just about every other type of miscellaneous piece of electronic/electrical equipment you can imagine. According to Ron, "When they can't figure out how to get something fixed, it usually comes here."

### The Disney resorts

The latest emphasis at Disney is the vacation resorts that surround the parks. It is here that coin-op really shines at Disney. The resort areas have a different concept in their game operations in that they are redemption oriented game rooms with a few kiddie rides thrown in for good measure. There are quite a few resorts now. Some are upscale, so-called premium resorts like the original Contemporary Resort, the elegant Grand Floridian Hotel, and the rustic Wilderness Lodge. Others are geared for the average American family with a bit less money to spend on lodgings. That's okay because what they don't spend on lodgings they can spend on fun and games!

Two of the shining jewels in the crown of Disney resorts are the All-Star Sports and All-Star Music resorts. All but identical except for the decor, these two resorts have the usual attractions like swimming pools, ping-pong tables, and snack bars. However, they also house amusement arcades that are about as busy as you can imagine. The arcade manager for the resort division is Sharon Culpepper. Sharon has very strong opinions about how an amusement arcade should be run, and the results really show. She handles everything from purchasing the equipment to the layout of the floor. It was her idea to put the emphasis on redemption, a move that has paid off in spades. The resort arcades do a bang-up job with redemption. In fact, Sharon has installed four Smart ticket redemption machines at the All-Star game room and people still wait in line to redeem their tickets.

For the All-Star resorts, the games are owned by Disney but service for the games is performed by a service company, Dale Williams. The service company dispatches technicians to the locations on a regularly scheduled basis. They are uniformed employees but do not give change. They are there strictly for repairs (including coin jams and other simple repairs).

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**Left: The All-Star Music arcade. Right: The All-Star Sports arcade.**

The Contemporary resort is located just outside the Magic Kingdom and was the first resort located on Disney property. It has day and night activities for kids including a snack bar and the largest resort arcade. The Contemporary Arcade is a sparkling example of arcade operations, complete with a fully stocked redemption center. I had to look twice to see if the pinball machines actually had the playfield installed, it was so clean in there.

The resort arcades seemed a little empty during park hours but were quite crowded afterward. Florida's frequent tropical rain showers really helped the traffic flow as guests were attracted to the indoor shelter of the arcades in order to escape the drenching showers.

At the Disney/MGM studio property, the games are owned and operated by Cleveland Coin Machine Exchange. At the time of my visit, it was themed as the "studio arcade." Since then the arcade has been themed as the Toy Story Arcade after the computer animated movie and has a mixture of video, pins, and novelty pieces. There is no redemption at the Toy Story Arcade.

Epcot Center is home to Sega World, purported to be the largest display of Sega games in the world. Although most of Sega World is devoted to home games, coin-op is there, too. Sega has a resident technician that takes care of any problems there. Sega World is housed in the Innoventions pavilion. Kaiser Electro-Optics is there too with a display of its own *Cue View* virtual reality piece.

So the coin-op amusement operation at Disney turns out to be an interesting blend of several different types of operations. Some games are owned and operated by Disney, others are owned by Disney but repaired by Dale Williams, while Cleveland Coin assumes a more traditional operator's role in placing games on location.

Note: Please join me at ACME '96 for TechFest. It's a special area of the show set aside just for us technicians. It will feature displays from the various service departments and non-stop technical seminars and training films as well. You can catch up on the details as they happen by tuning into the internet's world wide web at: http://w3.thegroup.net/~aim.

As usual, if you have any questions or comments, contact me at 1944 Falmouth Dr., El Cajon, CA 92020; tel (619) 593-6131; fax (619) 593-6132; or e-mail aim@thegroup.net ▲

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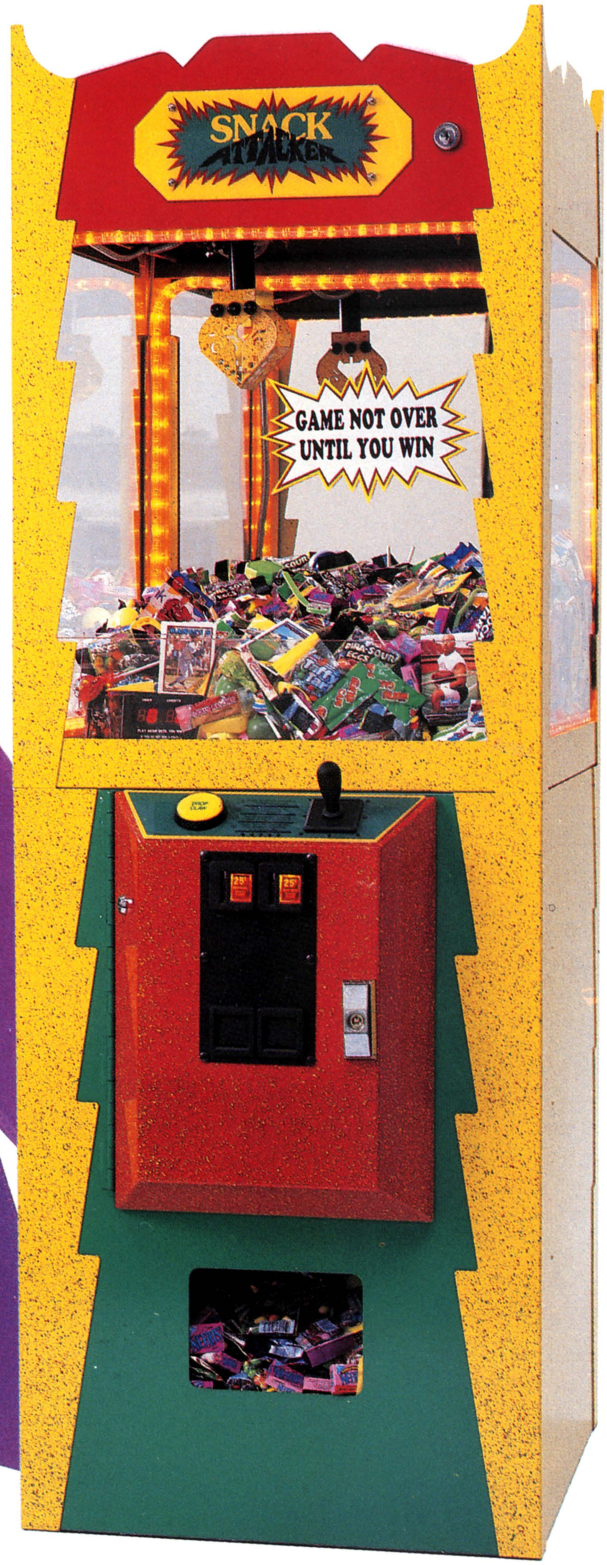


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# Happy 10th to Happ Controls

It may be hard to believe that it's been 10 years since Frank Happ bought the joystick and button division of Coin Controls and after several name changes launched Happ Controls. But in that short 10 years Happ Controls has become a vital part of the coin machine industry.

The company has come a long way from its humble beginnings that included only about a half dozen employees, but one thing remains etched in stone, its philosophy of doing business. Happ Controls' motto is to offer customers high quality products with a quick turnaround at a competitive price.

This privately held family-owned business resides in a modern 45,000 square foot facility in the Chicago suburbs. About 135 employees, including 20 sales staff members, contribute to the $20 plus million in annual sales. Inc. Magazine has listed Happ Controls as one of the fastest growing companies in America. There are additional sales offices in San Jose, Calif., Greenville, S.C., and Las Vegas, Nev.

**"Happ Controls' motto is to offer customers high quality products with a quick turnaround at a competitive price."**

Happ Controls continually focuses on improving products through its engineering and quality control departments, which includes 15 staff members, an in-house model shop for quick prototyping and test fixtures, product life testing to ensure lasting reliability, and five CAD (computer aided design) systems . Said Frank, "Our engineering and quality control differentiates us from the compeition and allows us to stay in touch with our customer's needs."

## In the beginning

Frank Happ met his future wife, Sue, when they sat next to each other in study hall during their freshman year of high school. However, they didn't start dating until after graduation. By the time they were married and on their way to starting a family, Frank was already calling the coin machine industry home.

While in the Naval Reserves, he was also working for a small vending company, Town & Country. He began as a route driver and in a few short years held the position of general manager.

Although happy there, he soon realized that the company had limitations because of a lack of capital to expand. Frank found himself searching for an opportunity with a larger vending company. He found it in Tri-R, then the largest independent vending company in the Midwest. Frank recalls that he went from being a general manager in a small company to a leasing salesman for a large company. But again, he worked his way up the ladder and was soon the marketing manager for Tri-R.

Over the years at both Town & Country and Tri-R, Frank worked with a number of companies within the industry, including parts company Wico. Although primarily in amusements, Wico was making plans to expand into vending. One part of the plan was to recruit people who knew vending. Frank had all the qualifications and experience Wico was seeking and when he was offered a position, he eagerly accepted.

Frank's job at Wico put him in contact with a British company called Coin Controls. Frank was anxious to take on the Coin Controls product line in the United States, but he soon found out that Coin Controls had a bigger plan in mind. The company was planning to open its own office in the United States and wanted Frank as the president.

Frank's six-year tenure at Coin Controls was very successful. He had expanded the product line to include joysticks, push-buttons, and even home game controls and was doing quite well with these products. However, after Coin Controls went public in England, the company wanted to focus primarily on their coin handling line. They asked Frank if he could find a buyer for the joystick and push-button division. And he did—himself!

Sue remembers their conversation about starting their own company. It can be summed up very simply: Frank eagerly tells Sue his plan, she tells him he's crazy! "I thought he

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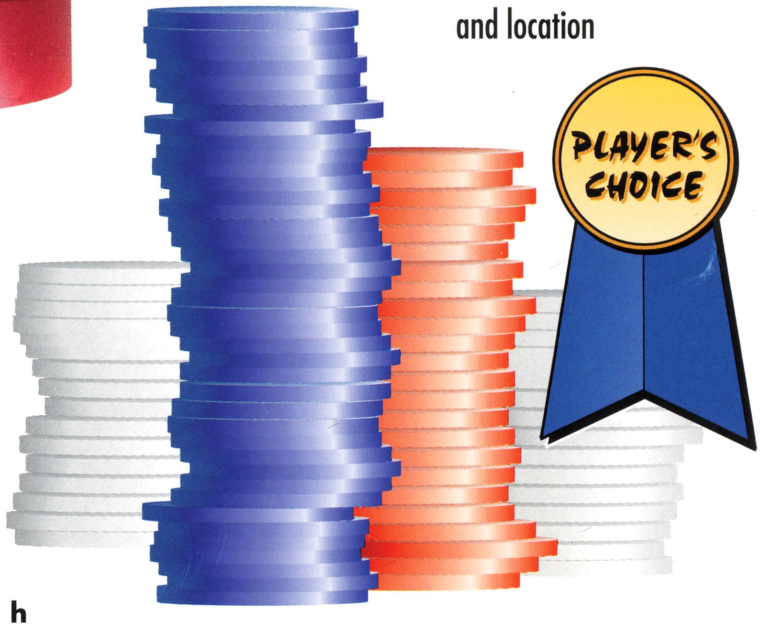


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**Left: Frank and Sue Happ celebrating Happ's first anniversary. Right: Here's a photo of Frank Happ with co-worker Ralph Orlowski while they were with Coin Controls.**

was crazy up until the purchase," Sue chuckles. "We had kids in college and big expenses. It was hard to see the sense in leaving a secure job and striking out on our own. How do I feel 10 years later? It worked out!" Frank quips that he's always heard that behind every successful man is a woman telling him he's crazy!

## Jumping ahead

Happ Controls would be considered successful by any standard doing exactly what it's been doing. But Happ doesn't work that way. Its goals are to listen to customers and offer them what they need. Many hours, days, and months are spent in research and development, working with manufacturers to supply them with the perfect control, and listening to requests. For example, the demand has been so great for additional products that Happ is announcing a serious expansion. Customers can now buy billiard supplies, cleaners, vending parts, and lighting products at Happ. In fact, the company's in the final stages of producing a 16-page special catalog highlighting these new products. You'll be able to pick up one of the new catalogs at the Happ Controls booth at ACME.

Happ is also finding new markets. Son Tom, who is the vice president of marketing, formed the marketing department about a year ago. Tom says he's done just about everything at the company, citing his years of after school and summer vacations doing manual labor and working on the production line. After graduating from college he joined his parents working fulltime in sales.

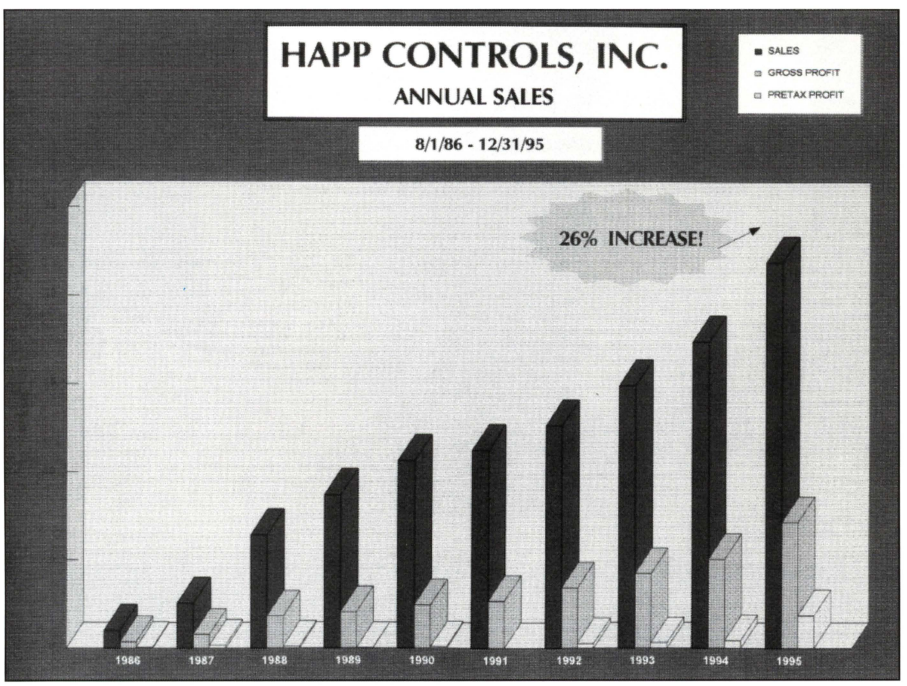
Tom explains why the marketing department was formed: "We wanted to make sure that the company was communicating with its customers, letting them know all we could offer. We are committed to our customers and want them to let us know what we can do to help them."

Tom has fond memories of the early days and has a fun story to tell. "I remember when we were introducing a new joystick for the Atari 2600 home system. My dad wanted to test its strength under heated conditions so he popped the springs in the oven at home. Talk about taking your work home with you!"

Tom adds that he has vivid memories of one of the first buttons his dad designed; it was carved out of a bar of soap! Frank also used his sons as test subjects on joysticks. "He'd bring home clay models of handle designs and ask us if it was something we'd like to use," remembered Tom.

Frank and Sue's other son Michael, who joined the business after college where he majored in industrial technology and minored in business, is heading up another new division, Point of Purchase. This covers about any application possible for push-buttons, including recent interactive Canon printer displays. Happ also offers trackballs and interface kits which allow them to work on computers.

Michael recalls packing up product in his garage when he was about 15. He always knew that going into the family business was an option, but he wasn't looking solely at it for his life's work. He said, "I realize now that I couldn't do anything else. It's amazing




**This growth chart says it all about Happ's success.**

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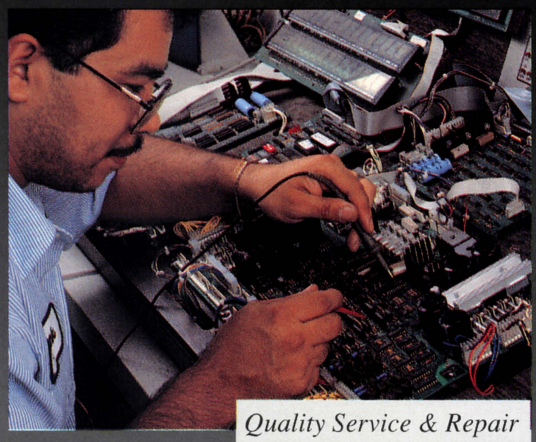

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how this business can continue to improve, and the size of the market surprises me. I didn't realize it was as big as it is."

Daughter Tracy has also found a genuine love of this business. Her young goals were to be a teacher. However, the industry got into her blood in a more subtle way, as she explains, "When I was in high school all I wanted to do was bum around with my friends. But my dad wouldn't give me money; he made me earn it. He'd bring me to the office where I'd work on the assembly line or whatever else had to be done. During the summer I'd make deliveries to manufacturers and begin to develop friendships. I never realized that I was putting down roots in the business."

Fate stepped in five years ago for Tracy when two sales people called in sick. Her dad pleaded with her to give him a hand. "I never wanted to be in sales. In fact, it's the last thing I ever thought I'd do. And I certainly didn't want to work in the family business," she laughs. "And now I don't think I could do anything else."

## The future

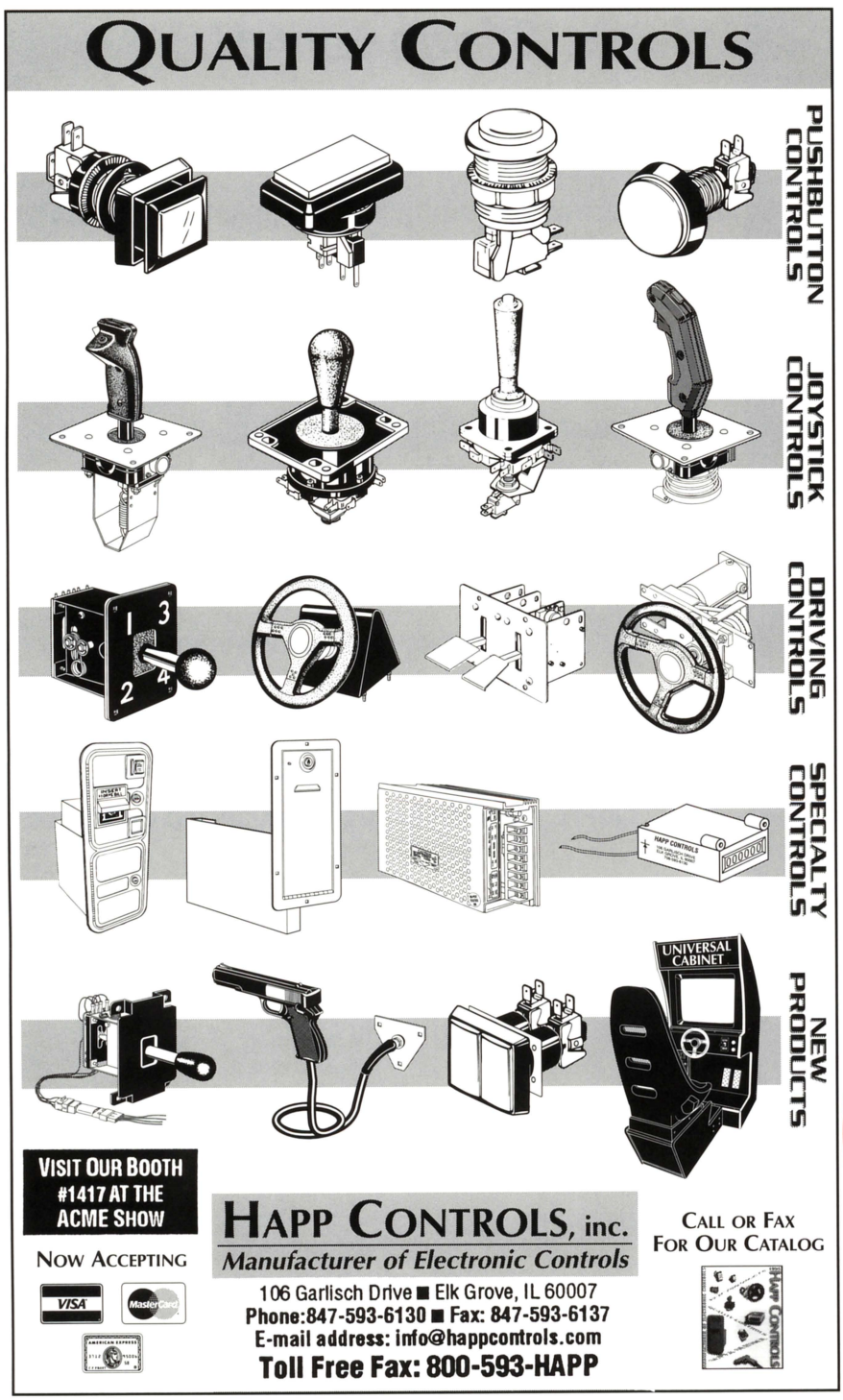
Frank looks back to his early days and realizes that there have been many changes. "Products we sold many years ago were more standard. For instance, a joystick could work on many different games. No more. Now it seems every game requires a different variation of controls. Along with the demand for more specialized parts, we increase our ability to supply them."

**"In 10 short years Happ Controls has become a vital part of the coin machine industry."**

What about redemption? Frank notes that there are lots of buttons needed on the new redemption pieces. He sees the redemption market as being in a growth period. "As the redemption market grows it calls for more sophisticated controls. As it moves forward, we'll be ready to design things for it," Frank said.

## What's new

When you stop by the Happ Controls booth, you'll see something new and different. No, it's not the latest, hot video game but something you may have been hoping would come along. It's a newly designed pinball target switch. Tom explains that pinball target switches have not changed in nearly 20 years. Here's how this one works, according to Tom: "We've changed the target to allow it to be

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**Left: Frank and Sue Happ with Frank's brother Jim Happ (l) at Happ's fifth anniversary party. Right: Sue (l) and Frank Happ with long-time employees Bernice, Carol, Josie, and Esther.**

backlit. Also there is no adjustment necessary on the target switch and no cleaning because the switch is completely sealed. In addition, the target is compatible for use on older pinball machines as a replacement target switch."

Frank looks at his company and comments that he feels so fortunate to have the support of the industry he adores: "I remember wondering when I first started if the industry would support us. I can honestly say the support has exceeded even the most optimistic expectations." ▲


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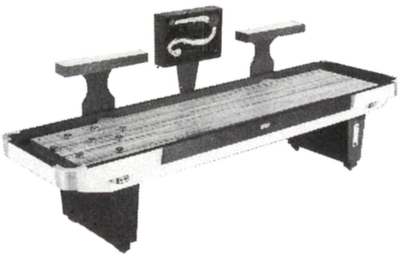

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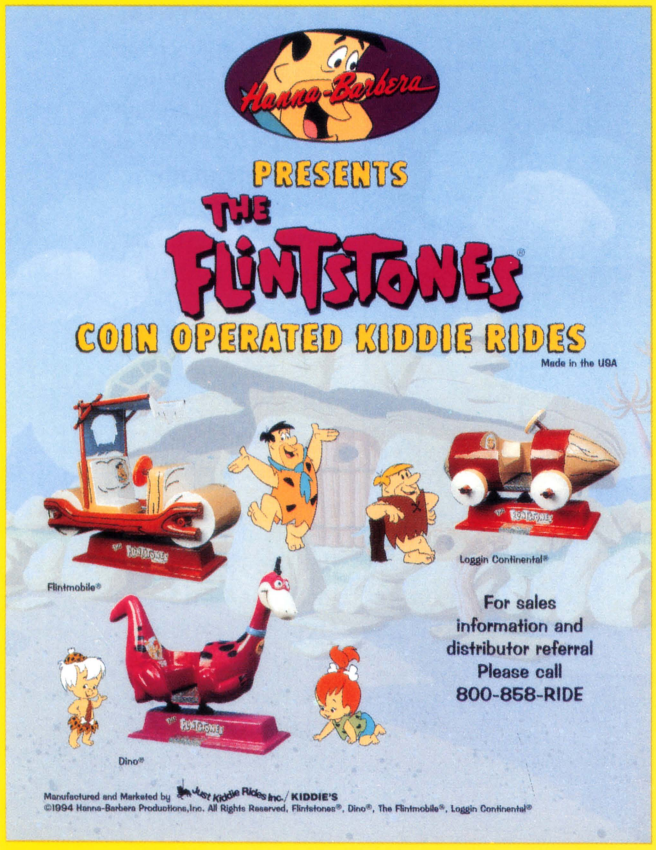


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# Scoring Success

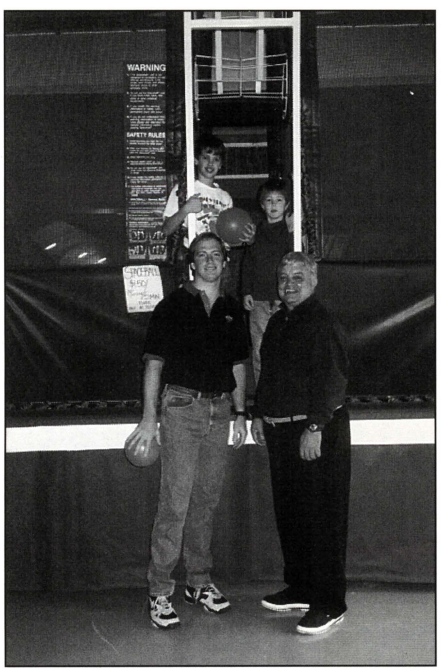
# Spaceball: the great equalizer

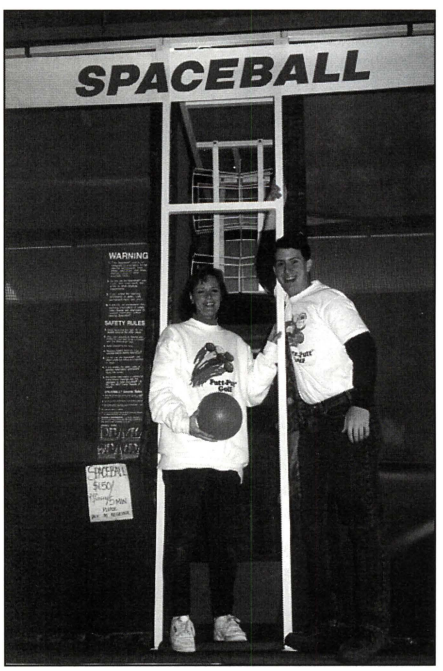
Take one step into a *Spaceball* game and you immediately start smiling. The buoyancy of the soft, cushioned trampoline base makes you feel lighter than air; so light that you can easily bounce upward to toss the game ball through the center baskets as you try to amass more points than your opponent. Smiling is a natural by-product because the game is pure fun.

*Spaceball* is the great equalizer. Whether you are six, 16, 36, or 56 your chances of winning a round of play are the same. *Spaceball* is a game of skill that requires strategy, timing, and a good aim. It is not designed with any particular age group in mind.

*Spaceball* is not a power game but rather a finesse game that combines elements of volleyball and basketball. It is played on a rebound court with two players. Height limitations discourage high jumps, while two nets and backstops keep players from being exposed to any hard surface. Safety rules are permanently affixed to the nets to ensure that all players see them clearly. With 300 units in operation around the country, *Spaceball* has an exemplary safety record of no insurance claims over a 10-year period.

So where did this game come from? Trampoline Hall of Fame member and author Eddie Cole of Cedar Rapids, Iowa, developed *Spaceball* in 1960. His credits include U.S. Trampoline Champion (1959), captain of the U.S. Trampoline Team that toured Europe and South Africa (1960), and World Springboard Diving Champion (1965). Cole has appeared on ABC and CBS sports programs, "The Mike Douglas Show," and "What's My Line?," and served as U.S. Trampoline Safety Chairman in 1972.




**Left: Brian Horridge (l) and Eddie Cole stand in front of Spaceball as young players Colt Noullet (l) and Brian Horridge Jr. prepare to play. Right: As enthusiastic as kids, Putt-Putt's Wanda Engelreacht and John McCants about to enter Spaceball.**

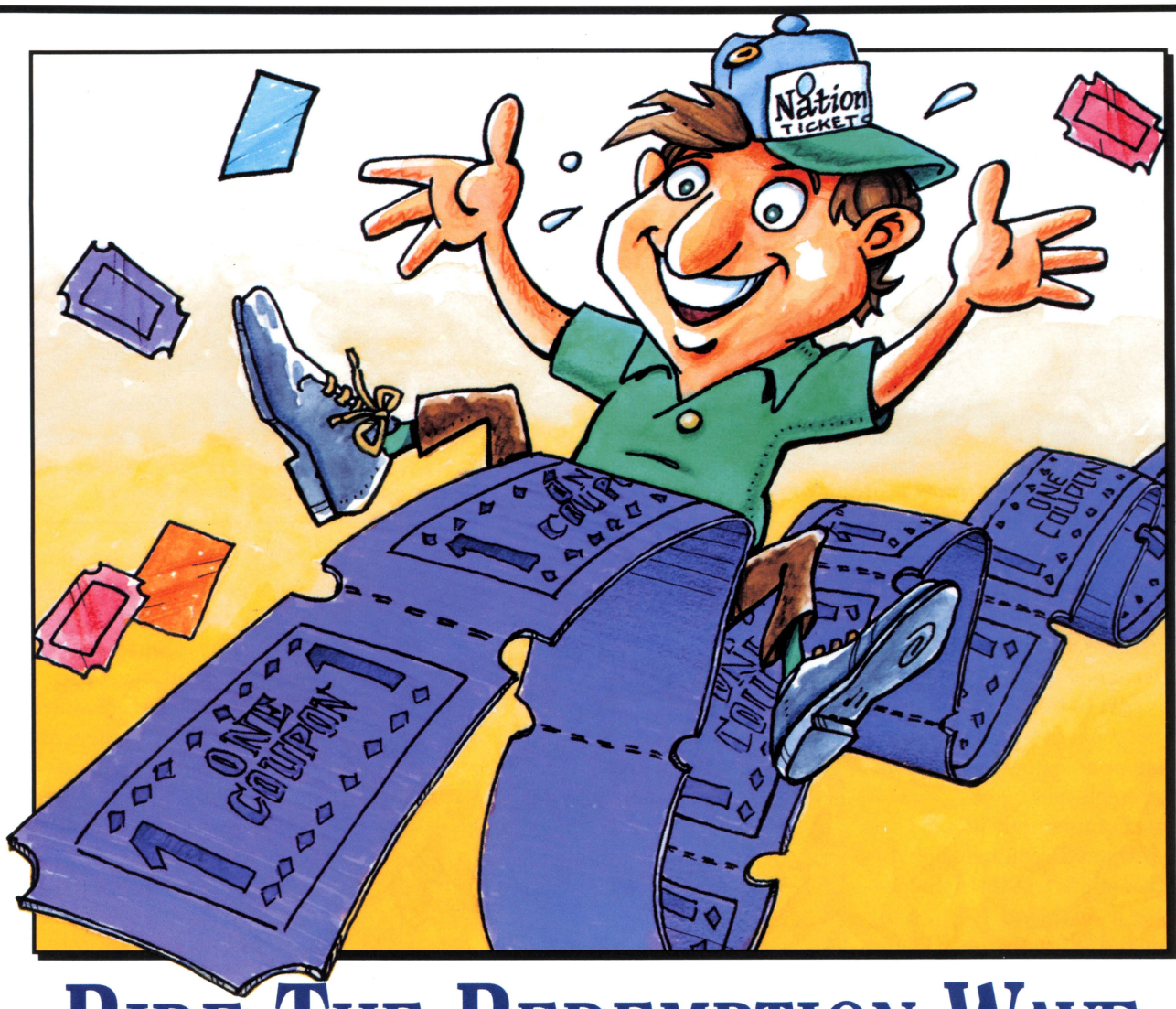
Over the years he has refined and modified *Spaceball* to its present configuration: 12'6" high, 15' wide, and 9' deep.

Along the way Cole took *Spaceball* on the road as a school assembly program promoting physical fitness. Over 75,000 programs were produced and performed from 1961 to 1995. Cole's acrobatic ability and trampoline skills, combined with a little humor, kept students interested. Today it's players that are drawn to the interactive aspect of *Spaceball.*

For this reason, and all of the above, *Spaceball* caught the eye of Bryan Horridge, owner/manager of Putt-Putt Golf & Games in Mandeville, La. Horridge and his business partners were attracted to the game when they saw it for the first time at IAAPA '95 in New Orleans.

Said Horridge: "Here they were, two engineers who look at everything in an analytical way, enjoying themselves bouncing around playing *Spaceball.* We wanted something that could bring in people rain or shine, something totally different that appealed to girls and guys without any athletic requirements. When I saw it I said, 'This is us.'

"When you go to the shows there's a lot to see and do. Over a three-day period you see the same kids playing some games 10 to

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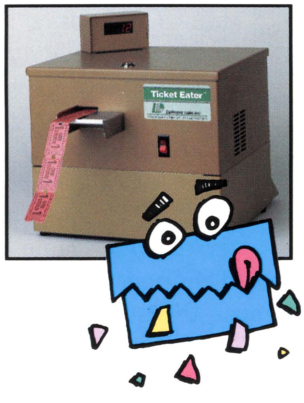


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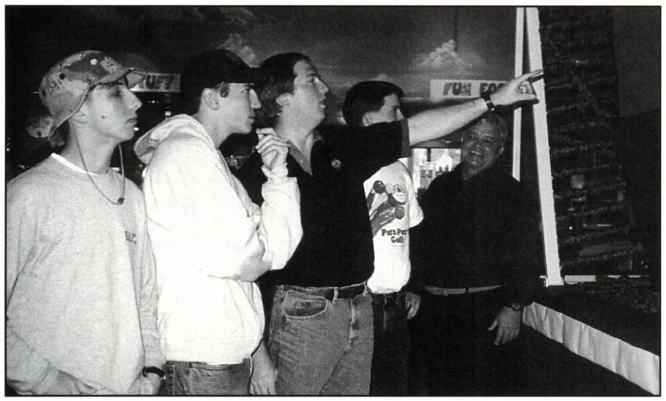
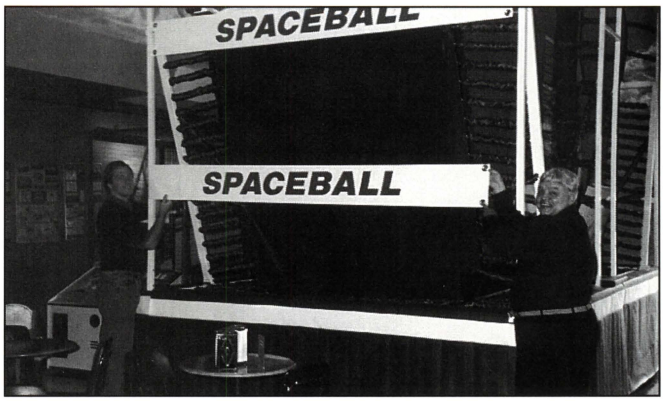





**Top Left: Bryan Horridge (c) explains *Spaceball* to Rennan Broussard and Cameron Chabreck (l). At right: John McCants and Eddie Cole. Top Right: Holding the banner announcing the arrival of *Spaceball*: Bryan Horridge (l) and Eddie Cole. Bottom Center: The double gantry baskets inside *Spaceball*.**

12 times. That tells you something, and that was the case with *Spaceball*."

Horridge's unit was installed last December 19 by Cole himself. That's part of the *Spaceball* package: personal delivery and setup by Cole or an associate and training for employees.

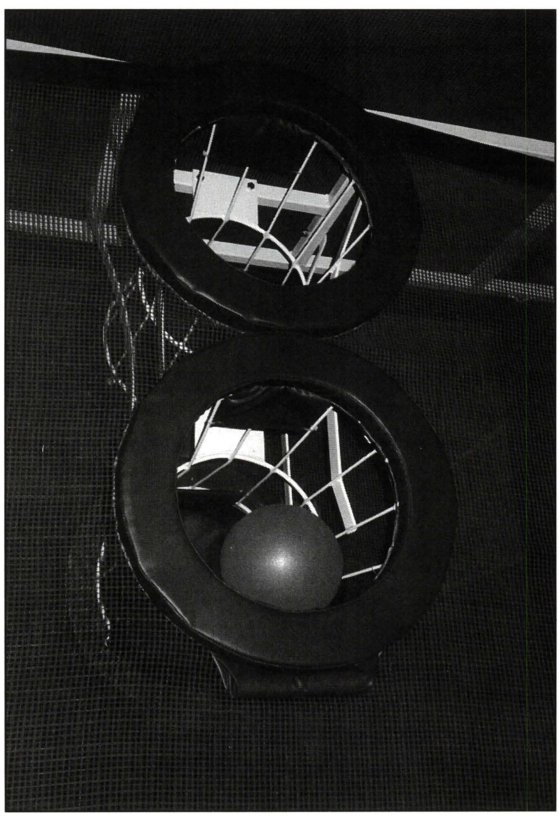
Cole commented: "I could see from the way Bryan managed his facility that this was the right location for a *Spaceball*. If I had my grandchildren with me I would feel safe leaving them here."

Adding *Spaceball* meant changing the arrangement in the Putt-Putt game room. "It really caused us to use our space more wisely," said Horridge. "Now we have a new attraction without having to come up with the big bucks for bumper boats or bumper cars."

Horridge promoted the coming of *Spaceball* for three weeks.

The actual setup time was one day; the cost of the completed unit was $16,000. Lighting changes in the game room amounted to $350. *Spaceball* affords flexible pricing, up to the discretion of the location. Horridge decided to charge a player-friendly $1.50 for five minutes. Players keep their own scores, although a scoring mechanism is available.

For a family entertainment center that has been open only 18 months, why all the changes? "We've reconfigured our game room three times," admitted Horridge. "The worst thing that can happen is that everything stays the same. You have to keep your place exciting." Last spring he added batting cages to his existing two 18-hole miniature golf courses and large game room with redemption center and snack bar.



**"The worst thing that can happen is that everything stays the same. You have to keep your place exciting."**

"The key in this business is to listen to your customers and employees. God gave us two ears and one mouth. When customers talk, think about what they are really telling you."

Horridge planned to share his *Spaceball* experience at the annual Putt-Putt convention in St. Petersburg, Fla., in February. With 70 percent of Putt-Putt franchises located in the North, he felt the game would be a good indoor attraction. Said Horridge: "Putt-Putt realizes you need to be looking beyond tomorrow.

"*Spaceball* has been a great addition to our facility. We can even have tournaments or leagues on slow nights. Best of all, players don't need great athletic ability; they get their exercise along with good clean fun. These days kids are more mentally prepared than previous generations, but perhaps not as physically prepared."

Added Cole: "*Spaceball* is a good father/son, mother/daughter game. It is quiet and won't infringe on the next activity because the ball cannot get out. *Spaceball* is fun to watch even for those who don't play." ▲

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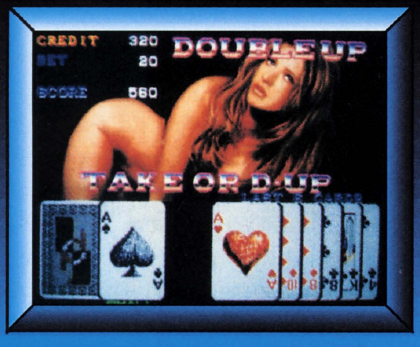


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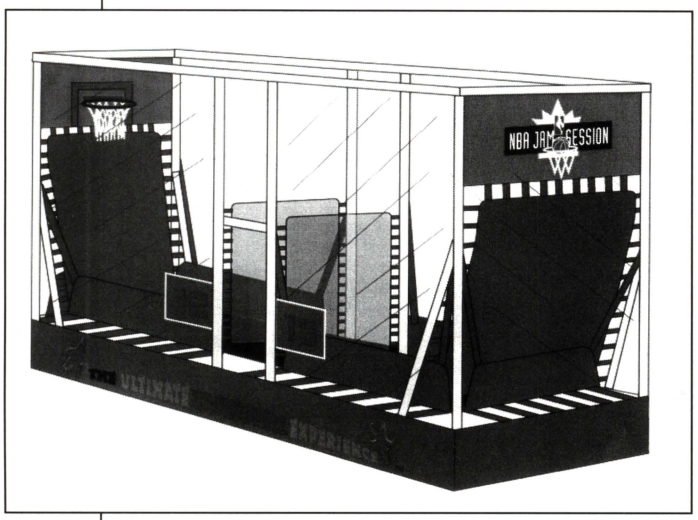
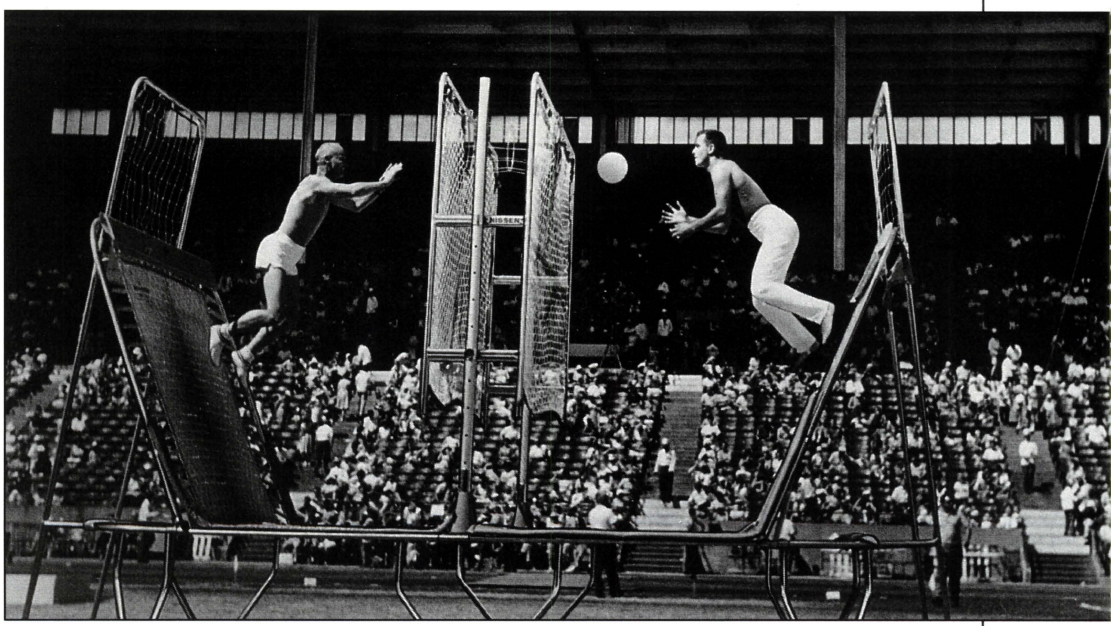
# *Spaceball*: then and now




**Top: A customized *Spaceball*, billed as "the ultimate basketball experience," will be part of the touring NBA JAM Session this year. Bottom: Eddie Cole (r) and George Nissen of the Nissen Corp. play the first *Spaceball* game in 1960 at the Canadian National Exhibition in Toronto.**

A number of trampoline games have come and gone, but one has passed the test of time: *Spaceball*.

"*Spaceball* is the video game that never wears out," said its developer Eddie Cole. In the '60s, when Cole was busy garnering titles for his acrobatic expertise, there were over 50,000 trampolines in schools. The largest manufacturer of the product was the Nissen Corp., the Cadillac of school gymnastic equipment, according to Cole.



The United States placed more emphasis on physical fitness as advocated by President John F. Kennedy. School assemblies often featured demonstrations of sports or exercise programs meant to benefit the mind and body.

The game of *Spaceball* began as an add-on for existing trampolines. Units were portable and easy to set up. The games traveled from school assemblies to state fairs. Said Cole: "We've been at every Illinois state fair for over 25 years."

He explained the appeal of trampolining, a sport that originated in the United States, and *Spaceball* in particular: "There is a natural draw to jumping. If you are right side up and limit your bounce it is no more risky than playing volleyball or basketball. The real benefit is the aerobic workout; smaller jumps work the muscles more. It's good for your ankles and the flexibility of your feet. There is no specific age group for Spaceball; it appeals to everyone who likes sports."

In 1978 Cole bought a 25-acre park with miniature golf and a double-decker driving range—a forerunner of modern-day family entertainment centers. He added to his park over time and installed *Spaceball*. Soon *Spaceball* units were appearing at Grand Slam USA baseball facilities in Toledo, Ohio, Milwaukee, Wis., and Seattle, Wash., and other family fun centers.

One of the newest places to find *Spaceball* is with the National Basketball Association, which will include a customized *Spaceball* in its traveling show (NBA JAM Session) of basketball and related games. Appearances at IAAPA and the Fun Expo have increased awareness in the amusement industry. *Spaceball* offers a financing program for qualified operators who want to add an indoor attraction. For more about *Spaceball*, contact Cole at (319) 390-6979; fax (319) 390-9031. ▲

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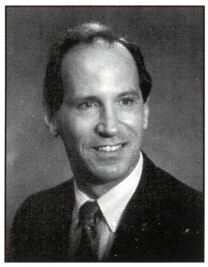
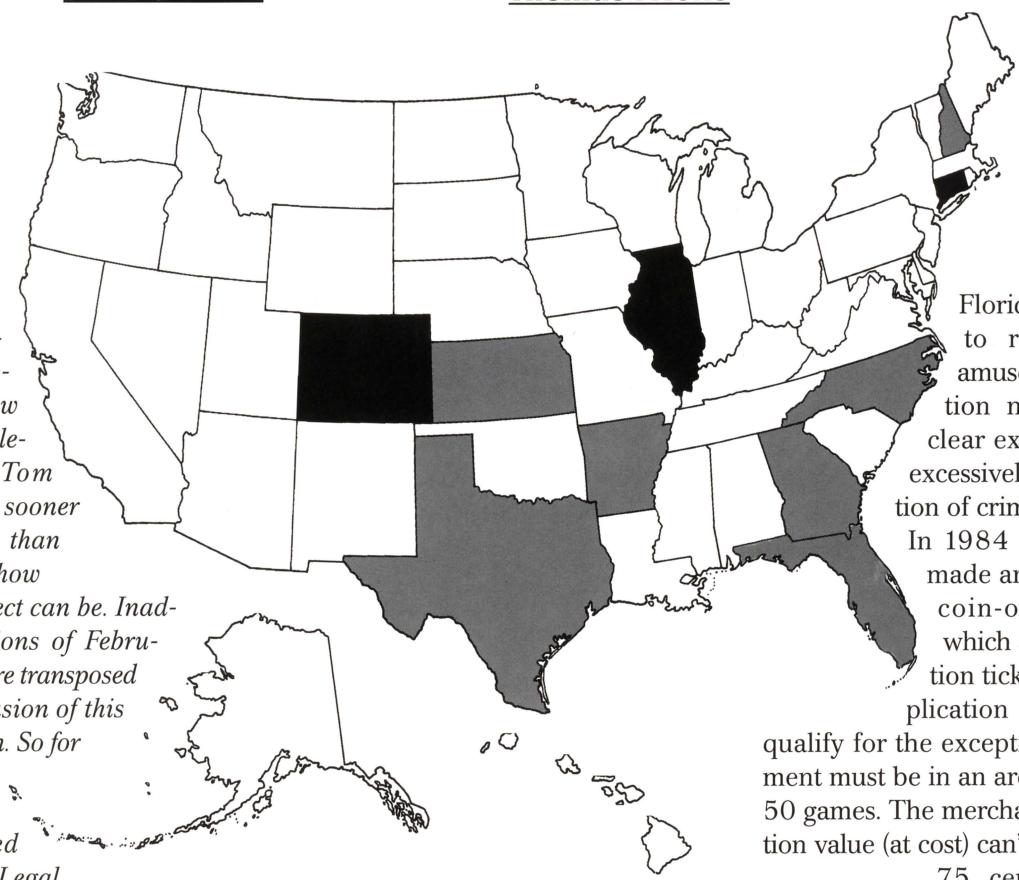


# A trend for redemption: reforming state laws

**Thomas Fricke**



**Seven states have abolished the skill-predominance standard as the line between lawful amusement redemption and criminal gambling.**

**Illinois reformed its laws for merchandisers in 1987. Connecticut and Colorado did the same in 1995, but only for cranes.**

*Last month we began a series on redemption and the law written by our legal expert Tom Fricke, and no sooner had we begun than we realized how tricky the subject can be. Inadvertently, sections of February's article were transposed with the conclusion of this month's column. So for the sake of continuity, we have followed this month's Legal Eagle with last month's article in total. Sorry, Tom.*

There is a new term beginning to appear in the state laws that define criminal gambling. One by one, states are enacting exceptions to their gambling laws specifically to protect amusement redemption from unwarranted prosecutions and harassment. The new term that is used in half of the reform is "bona fide amusement device."

To date the legislatures of six states have abolished the skill-predominance standard as the line between lawful amusement redemption and criminal gambling for certain types of machines (and for three of the six states) in certain venues. Two more states have abolished the standard on a more limited basis.

The trend began in Florida. Before 1984, the standard in Florida was pretty strict—on the books, at least. You crossed the line if your equipment awarded a prize "as a result of any element of chance or other outcome upredictable by (the player)." You also crossed the line if you permitted "any person to play for...any...valuable thing at any game whatever."

Florida was the first to recognize that amusement redemption needs to be a clear exception to this excessively broad definition of criminal gambling. In 1984 the legislature made an exception for coin-op machines which award redemption tickets "by the application of skill." To qualify for the exception, the equipment must be in an arcade of at least 50 games. The merchandise redemption value (at cost) can't be more than 75 cents per game played, and the prize can't be cash or alcoholic beverages.

What you have here is a much more liberal standard. Before this reform, the way the Florida law was written, even a little chance involved could poison the well for the operator. After the reform, if the exception applied to you, it would seem that all you had to provide to the player was something to do that made a difference in the outcome.

To date, six states have followed Florida's lead as to ticket redemption of all types. They are Georgia (1991), North Carolina and Texas (1993), Kansas (1994) and Arkansas and New Hampshire (1995). In addition,

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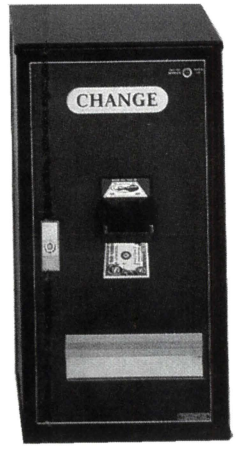


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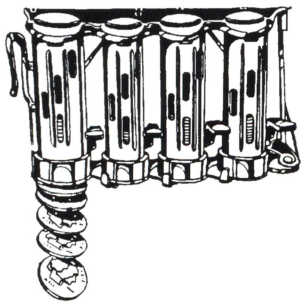
* Shown with optional 25¢/ Token acceptor

| Models | AC 500 | AC 1001 / AC 1005 | AC 2001 / AC 2004 / AC 2005 | AC 6000 |
|---|---|---|---|---|
| Standard Capacity | 600 quarters / tokens | 1,600 quarters / tokens | 3,200 quarters / tokens | 12,000 quarters / tokens |
| Optional capacity | 1,000 quarters / tokens | 2,800 quarters / tokens | 5,600 quarters / tokens | - |
| Payout | hopper loaded quarter or token | hopper loaded, quarter, nickel, dime or token | dual hopper optional 25¢ token acceptor | optional 2 coin payout optional 25¢ token acceptor |
| Susan B. Anthony / $1 Coin Payout | yes, with kit | yes | yes | yes |
| Validator Acceptance | $1, $2, $5, $10 | $1, $2, $5, $10, $20 | $1, $2, $5, $10, $20 | $1, $2, $5, $10, $20 |
| Validator Interchangeability | no | yes | yes | no |
| Token Bonus Payout | no | yes | 128 options | 128 options |
| Base header Kit | yes | yes | yes | base only |
| Rear Loader | no | yes | yes | no |
| Options Front | no | black, bonnet red or white | black or bonnet red | change or tokens |
| Optional High Security Alarm Sys. | yes | yes | yes | yes |



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**"In many states, the opinions of the courts show clearly that they are confused and uncertain as to whether the statutes define criminal gambling in terms of a predominance of chance or merely the involvement of chance."**

three states have followed Florida, but only as to certain types of equipment. Illinois reformed its laws for merchandisers in 1987. Connecticut and Colorado did the same in 1995, but only for cranes.

Nine of the 10 enacted value limits on the merchandise prizes that may be awarded. The limits are most commonly the lesser of $5 or seven times the cost of one play. Values are usually measured at wholesale. Most statutes don't say clearly that buildup is permitted.

The new term "bona fide amusement purposes," or words to that effect, appears in the reform laws of Arkansas, Georgia, North Carolina, and Texas. In these states, to qualify for the liberal standard your game has to be for bona fide amusement purposes.

I say that knowing what is meant by "bona fide amusement purposes" is important because it is part of what defines the line between lawful redemption and criminal gambling in these four states. Legally speaking, the only way we can know what the term means is when a court of appeals in one of these four states tells us. If this be the case, we may never know. Since these laws were enacted, not one case involving how the new exception for redemption amusement is to be applied to any particular game has been decided by a court of appeals. Does this mean that the new laws have finally ended the harassment of amusement redemption in the states where they apply. Let's hope so.

## Redemption and the law: is it fun or gambling?

Redemption is indispensable to location-based entertainment. People love to apply their skill to games like Skee-Ball and Hoop Shot, knowing that if they play these games successfully they will receive a merchandise prize. Redemption is not a simple business, and it contains a legal trap for the unwary.

If you play a game in which your skill alone determines whether you win merchandise, and how much of it is awarded to you, it's usually but not always lawful fun. If you play a game in which your skill plays no part, and the outcome of the game determines whether you win merchandise or how much of it you win, it's usually but not always criminal gambling.

If you play a game in which both the player's skill and the element of chance inherent in the game are involved, what then? If the element of skill is predominant, the game is usually but not always treated by law enforcement as a lawful redemption


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**"Regulation has its cost. The price paid for greater certainty is too often less freedom to make business decisions on one's own."**

game. On top of this, we have the real head-scratcher: For any particular game, how do you know whether skill or chance predominates? How do you find out whether law enforcement will agree with you?

If amusement redemption were regulated, the answers would be easy to find. A governmental seal of approval with respect to any particular redemption game would mean that we could operate the game without uncertainty related to the lawfulness of our conduct. However, redemption amusement games are regulated in this by-type way in only two jurisdictions: Washington state and New Jersey.

Even in these states, the location operator must take the bad with the good. As a general proposition, regulation has its cost. The price paid for greater certainty is too often less freedom to make business decisions on one's own. The regulation in these two states can and does produce this result in individual cases. There are instances where the entertainment operator can't utilize the redemption equipment he desires to, or he can't offer amusement redemption at all.

For jurisdictions other than New Jersey and Washington state, the redemption that can be offered is significantly affected by the criminal gambling laws of the state (or territory) and the local ordinances of the municipality where the games are used. This is why the phrase, usually but not always, was employed above. The differences are based on the laws of the jurisdictions and on how law enforcement and the courts have interpreted these laws.

The most common state criminal law standard is the requirement of simple skill predominance, without any limitation on the prize that may be awarded. One subsection of the criminal law of Indiana serves as a good example of the kind of text encountered most commonly. In that state, what you can't use is defined as "a mechanism by the operation of which a right to money or other property may be credited, in return for consideration, as the result of the operation of an element of chance."

Now look at many familiar redemption games. How would this standard apply to them? The answer comes easily in respect to certain games because the predominance of skill is obvious and not likely to be disputed. For others, the predominance of chance is also obvious. However, there is an immense third category of games in which both elements play a role and concerning which reasonable people might differ as to whether chance or skill predominate overall.

The problem with this subject is that the further beneath the surface you go the murkier it gets. In many states, the opinions of the courts show clearly that they are confused and uncertain as to whether the statutes define criminal gambling in terms of a predominance of chance or merely the involvement of chance. In addition, the statutes themselves are often ambiguous. The second paragraph of the Indiana law serves as a good illustration. The second paragraph of the law prohibits "a mechanism that when operated for a consideration does not return the same value or property for the same consideration upon each operation."

This says that any mechanism into which you put a quarter must give you back the same value every time, like a vending machine. Otherwise, this Indiana statute calls it a gambling device. Does this mean that amusement redemption is after all unlawful in Indiana? Common observation of amusement practices belies this conclusion, but there is the prohibition on the books for all to see. Moreover, the courts of Indiana have not spoken for a long time concerning what the statute means. Well, I will tell you what it means. It means the law is archaic. What is troublesome is that this archaic law defines conduct that is considered a class D felony in Indiana.

If you operate redemption and want to sleep at night, where should you start? First, you should be familiar with the text of the law of criminal gambling in your state. Some states require a predominance of skill, and a few, mere skill involvement. Even fewer do not require any skill at all. Some even go so far as to prohibit amusement redemption altogether, if you take them literally.

Second, you should be just as familiar with the ordinances of the municipality where your site is located. Some prohibit amusement redemption even if not prohibited by state law. In some states, it is within the municipal power to do this. In other states, it is beyond the municipal power to do this. Third, evaluate your redemption equipment carefully from the point of view of the amount of skill and other features required by state law. Finally, don't rely on vendors for legal advice on this subject. The location, not the vendor, bears the greater risk of an inappropriate equipment decision. ▲

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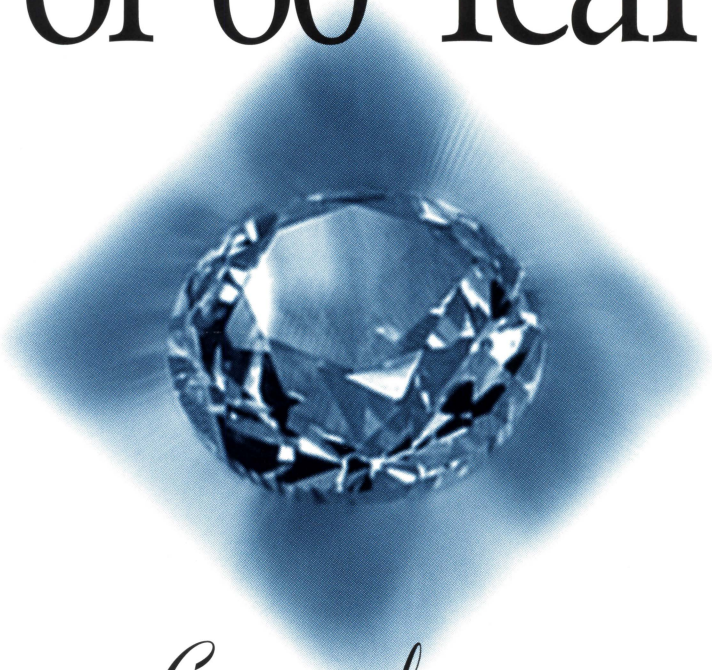
*Thomas Fricke is a St. Louis-based attorney who has 18 years of legal experience and specializes in issues relating to the coin-op amusement industry.*

# A Shining Example Of Excellence For 60 Years



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# Laniel Automatic celebrates remarkable 60-year history

**The staff of Canada Amusement Machine Exchange with the 1939 Seeburg *Classic Symphonola*. More jukeboxes are in the storefront window.**

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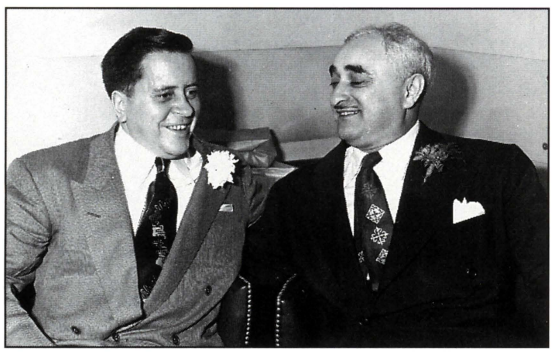
It started with a little mountain of pennies and the entrepreneurial spirit of Romeo Laniel, a hardworking Montreal soft drink distributor who entered the coin-op amusement industry during the 1935 recession in Canada.

A kicker and catcher-type counter machine had caught Laniel's eye as he made his stops at restaurants in Montreal. There was hardly a location without one, he observed, and they were always full of pennies when the operator came for collections. Laniel soon purchased three of the machines ($24 each in those days) and opened Canada Amusement Machine Exchange, basically operating from his kitchen. Later his brother Edouard joined him in business.



**A treasured autographed photo of David Gottlieb (r) with Romeo Laniel in the '50s. The inscription: "Laniel—Canada's gift to the coin machine industry—Dave Gottlieb."**

More machines were added in time, including mechanical pinballs, battery-operated illuminated pinballs, and the most popular machines of the day—jukeboxes. The Wurlitzer *P12* was one of Laniel's first jukebox acquisitions in the early '30s; it held 12 78-rpm records. Twenty-four-selection models such as the Wurlitzer *700* (1940) and *750* (1941) were next. By this time the company had grown considerably, and the Laniels opened a store specializing in jukeboxes.

When World War II was declared, jukeboxes that had previously cost $350 now sold for $1,200. They were placed in prime locations to generate the maximum earnings because of the rise in cost and the shortage of machines. At one point Romeo Laniel introduced his own jukebox—the *Laniel Special*. With a solid reputation in the jukebox business, the company became a full service distributorship in the early '50s, opting to concentrate on distribution and not operate equipment.

Six decades after that fateful discovery of counter machines, Romeo Laniel's descendants and an able office force are at the helm of Laniel Automatic Machines, one of the most honored distributorships in North America. The company has accumulated 43 awards since 1957, all bearing common language such as "outstanding," "superior," "distinguished," and "meritorious achievement." Awards have been bestowed by companies like Atari, Capcom, Gottlieb, Northwestern, NSM, Rowe, Sega, Wells-Gardner, Valley, and Williams/Bally Midway, to name but a few.

**From left: Pierre Laniel, president; Guy Baron; and Jean Coutu, vice president.**

A call placed to the office at 151 Rockland Road reveals one reason why the company has been so successful:"Bonjour, Laniel Automatic!" says a sincere and cheerful Celine Gratton. Her greeting sets the tone for business dealings with a staff of 35 that includes Pierre Laniel, president; Jean Coutu, vice president; Marc Raymond, sales (Montreal office); James Duncan, sales (Toronto office); Pierre Bastien, office manager; and Jean Pierre LeFebvre, parts manager.

The company has been in the same location for over three decades, with ample space devoted to parts and service departments, administrative offices, and a large showroom floor—a total of 35,000 square feet.

Coutu believes in preserving the personal touch, and explains that he is "trying to stay away from automated telephone answering systems that let you hear Beethoven's Fifth Symphony before you leave a message."

When asked to put his finger on the secret of LanielAutomatic's success, Coutu put it succinctly: "Be straightforward with your customers. Service is very important." That service can range from assisting customers with repairs to being honest with advice. "If you feel the product is not right for them," says Coutu,"tell them to amend their order. When I hear mixed reactions to a game I prefer to be cautious. You have to take care of your customers."

Coutu joined Laniel after World War II, starting out in the parts department and working his way up through the ranks. A 15th Anniversary book published in 1950 indicated that at the time the company was known as Laniel

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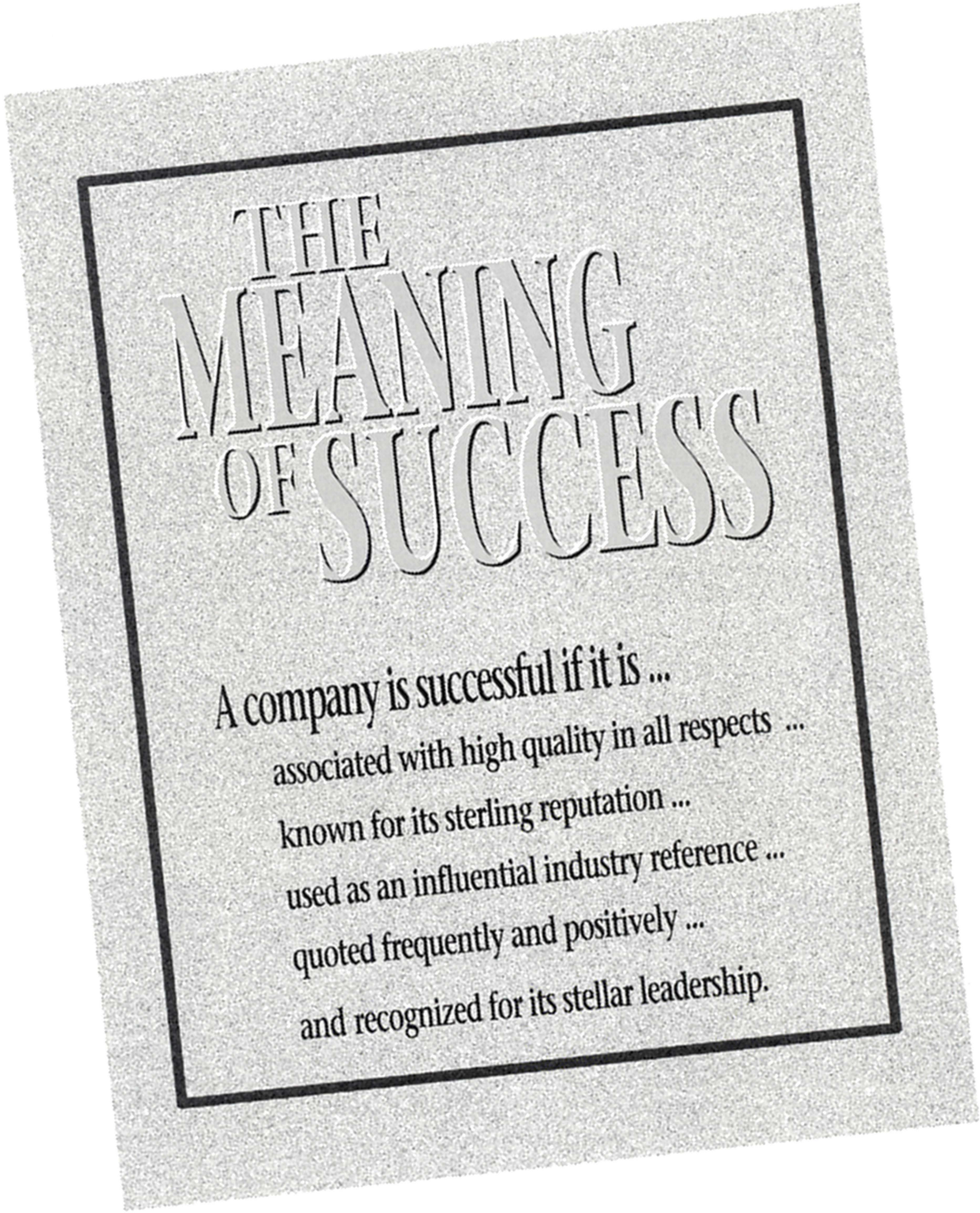
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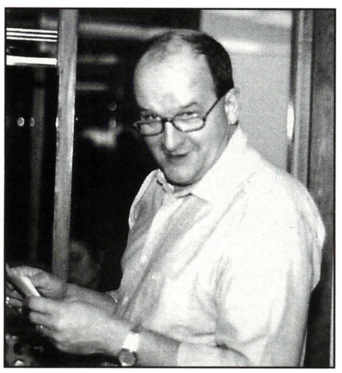
The wall of honors at the Laniel Automatic headquarters features 43 plaques and awards.

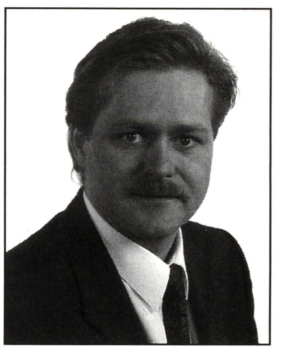
Automatic Inc. and distributed product from Bally, Genco, Gottlieb, Exhibit, Seeburg, United Mfg., and Williams. Coutu was the sales manager at the time; the home office was at 1815 Notre Dame St. West in Montreal.

Today the company represents a wide range of coin-op products available from Capcom, Data East, Dynamo, Hantarex, ICE, Konami, Lektro-Vend, NSM, Northwestern, Sega, SNK, Taito, TWi/Atari, Valley, Wells-Gardner, and Williams Bally/Midway.



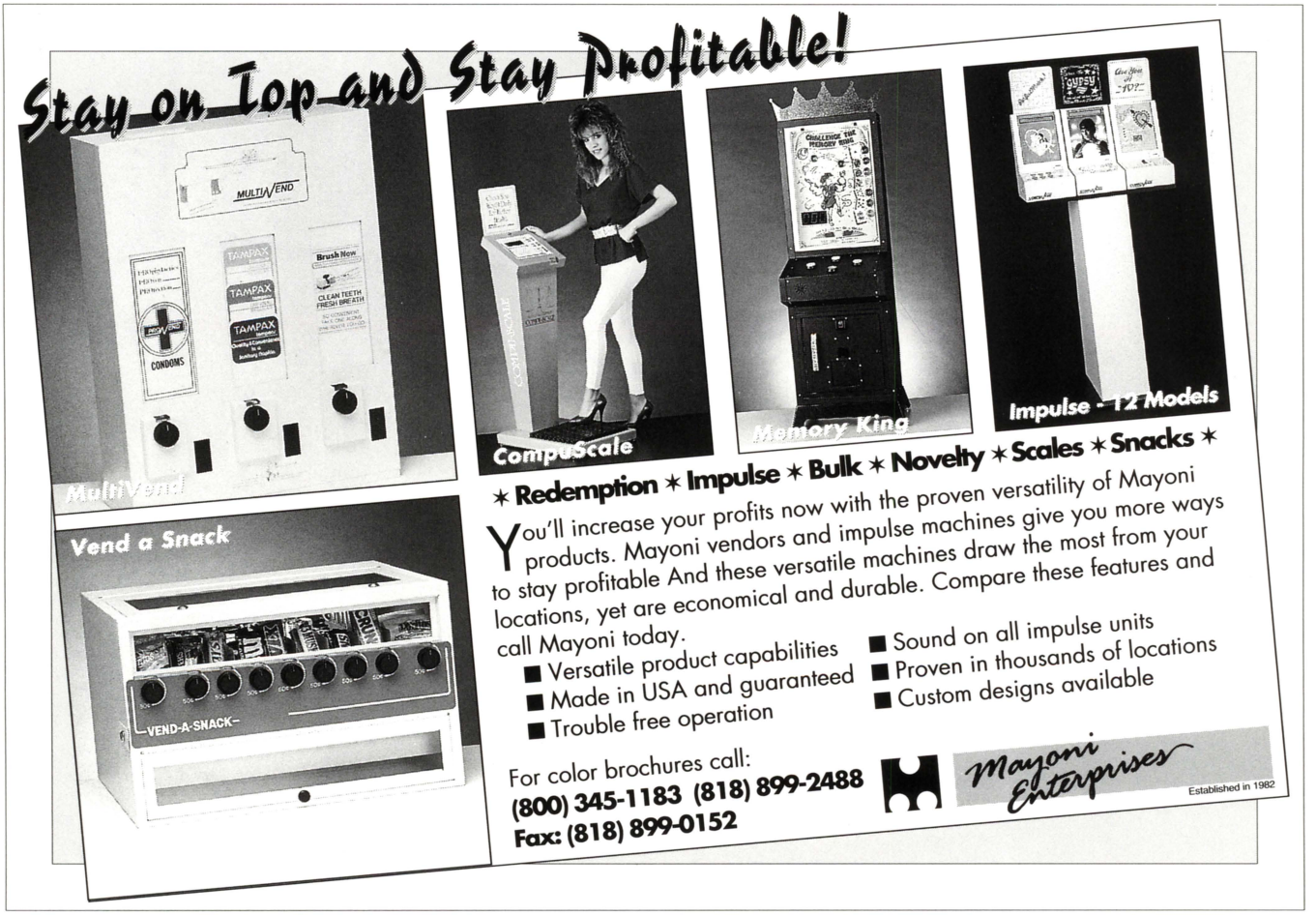
Jean Pierre Lefebvre, parts manager.

Since Canada has enjoyed success with its dollar coin, introduced in the late '80s, we asked Coutu about its impact. "I consider the dollar coin fantastic," he immediately says. "You have fewer service calls with the dollar coin than you have with paper currency because of paper jams. You have to deal with new bills and old bills. If you have a machine with two coin mechs and one of them jams, you can still use the other one. But if a bill validator is blocked you cannot do anything until a repairman goes into the location."



Marc Raymond, sales (Montreal office).

And what about the benefit of a $1 coin in the United States? "There is no doubt that the $1 coin would help increase collections, but most especially it would cut down on service calls," he says. "If the paper dollar had been eliminated when the former coin (Susan B. Anthony) was introduced, the people would have adopted the coin." (It is noteworthy that Canada planned to introduce a new $2 coin in February.)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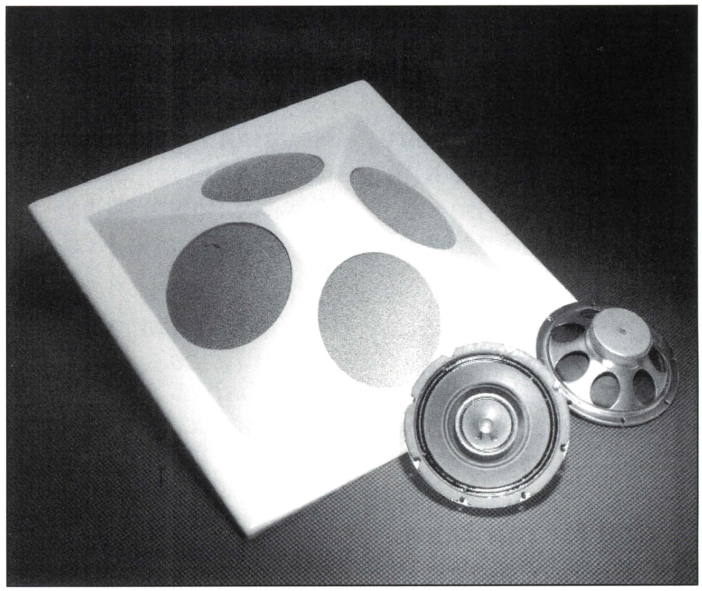

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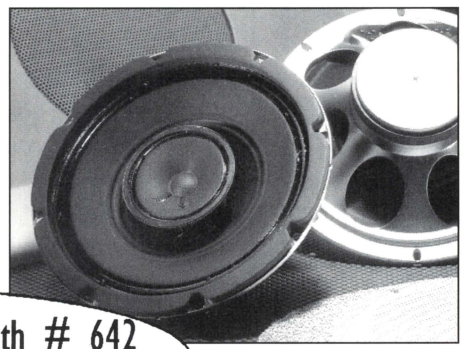

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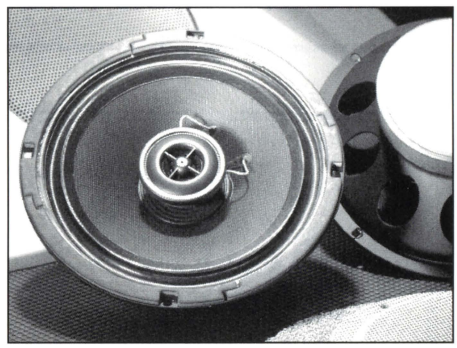

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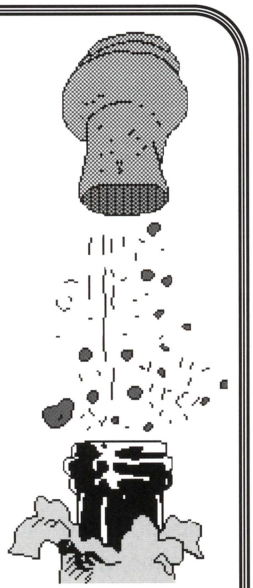

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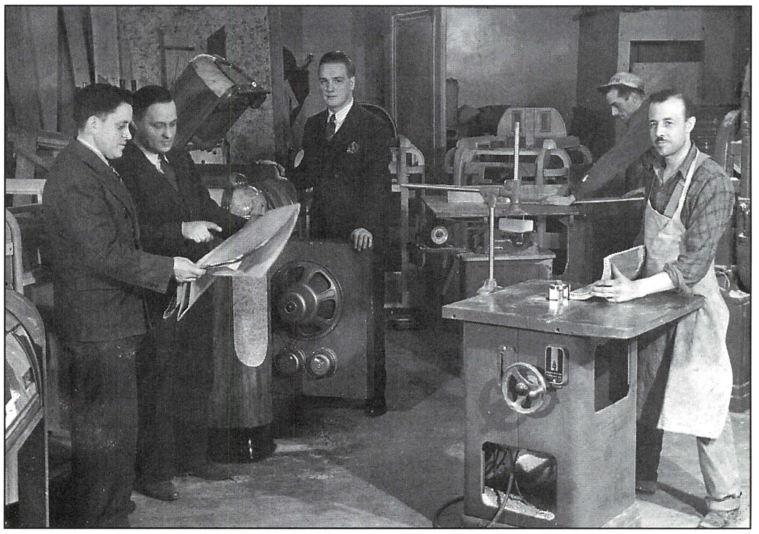


**Romeo and Edouard Laniel (l) in the shop looking over the design for the *Laniel Special*, a jukebox made by Canada Amusement Machine Exchange during World War II.**

Regarding redemption, which is so popular at the moment, how does it fit into the equipment picture in Canada? Coutu advises that in many provinces redemption is illegal, adding, "The funny part about it is that the government operates video lottery terminals—in Quebec for close to two years.

"The day that video lottery comes into your state or province, if the coin machine operator is not involved, it is the death of your business unless you have arcades. You cannot have pokers or slot machines and regular video games side by side because people will put their quarter or dollar into the machine where they hope to win money. Most people who go to a liquor establishment are going to play the gaming devices."

Family entertainment centers, which include a fair amount of redemption equipment, are found mostly in Canadian shopping centers, says Coutu. The climate is often inclement and does not lend itself to indoor/outdoor centers. "We have another phenomenon here with discount stores that are hurting small and medium size stores and shopping centers," he explains.

One of the biggest headaches for Canadian companies is the high license fees on pinball and video games—$300 on each game per year. In addition, individual personal income tax can go up to about 53 percent, and in Quebec there is close to a 14 percent retail sales tax (combination federal and provincial), and a money exchange which hovers around 40 percent. In terms of coin-op equipment, that means the price for a new pinball game can easily hit the $5,000 mark.

Despite these circumstances, Laniel Automatic continues to meet the challenges of the coin-op industry and provide the kind of sales support and service that has distinguished it over the years and set it apart in distributor circles. *Congratulations Laniel Automatic!* ▲

# Arachnid league play looking to the future

**At the center of advances in league play is Arachnid's Galaxy.**

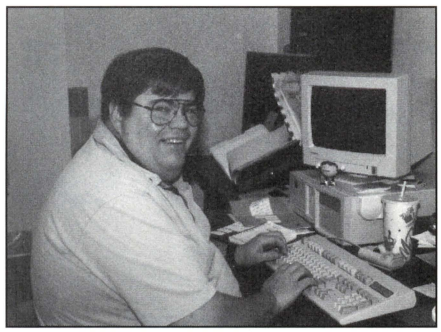
As the amusement business becomes increasingly focused on the development of in-home entertainment, the question that looms for operators is: "What attraction can I offer that cannot be had in the home?"

For the last five years the Rockford, Ill.,-based Arachnid Inc. has been providing the answer in the form of its *Galaxy* dart machine. And with the introduction of several recent technical advances including handicapping and centralized scoring for dart leagues, Arachnid has provided a way to keep that answer viable for years to come.

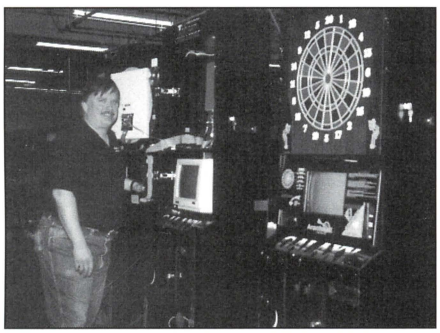
Company president Bill Ward says that dart leagues are fast becoming one of the staples that the operating community has come to rely upon. "I play in a league myself and I know that on some nights if it were not for the league there would be nobody in the bar," he said.

"If you look at the price of a dart game compared to other equipment it is low and the life span is very long," added vice president of sales Marcio Bonilla. "Of course, the dart game makes more money for those running leagues. But obviously that is more work."

Vice president of marketing Sam Zammuto and vice president of sales Marcio Bonilla.



Tournament director Dave Schultz.



The Galaxy manufacturing line.

*Lucky Touch* video poker games in the factory.

In fact, the additional energy, time, money, and knowledge required to run dart leagues constitute the main challenges the concept has faced among operators who were unfamiliar and unwilling to make the change.

But that is rapidly changing, according to the management team at Arachnid. "We see a number of those people saying things aren't going so well; maybe darts is the answer," said Ward.

Added marketing vice president Sam Zammuto: "Each year there are probably about 200 new operators starting leagues."

Arachnid maintains a field staff of nine league promoters who work closely with operators as they begin the adventure of running leagues.

Those promoters are there to help operators set up the leagues, talk to location owners, hold a captain's meeting for players, generate two weeks worth of pre-tournament promotion, and attend the first event.

"It's a complete follow-up and obviously it's a benefit to both our company and the operator," explained Zammuto.

These field staff members, traveling in Arachnid vans, come equipped with a computer, modem, software, printers, and all the right tools to help with complex technical problems such as wiring locations. "You need an expert to help with these issues and we provide that," said Bonilla.

Another avenue the company has used to promote dart leagues is the formation of a national singles and doubles championship, the BullShooter, that uses regional qualifiers to select the top competitors, as well as participation in the National Dart Association's annual team event since 1989.

The BullShooter, which is entering its 11th year, has seen increased growth each and every year with close to 6,500 entries in last year's event. "I remember when we ran the first one there was just a handful of players from a few states," recalled Bonilla. "Now we have people coming from many different foreign companies."

These are the kinds of promotions, according to Arachnid, that are needed to lure steel-tip players to the coin-op boards, which is not an easy task.

"I remember going into a location in Albany, New York, with an operator who had put one of our boards where there was a steel-tip board," said Bonilla. "We put a mountain of quarters on a table and said, `Play for free.' They played all night but when the quarters ran out they went back to the steel-tip board. By far, I'd rather go into an area that has never seen darts than one with steel tips."

According to Zammuto, tournament participation is up 20 percent in the BullShooter regionals. "We are grabbing a lot of steel-tip players," he said. "By using our approach, operators are offering them a way to get something back. If you don't put anything in, you don't get anything back."

Ward speculates that the dart market is only half saturated, noting that existing market share will go to the company with the most innovative and operator-friendly approaches to leagues.

One of those approaches, designed to generate more player interest and enthusiasm, is the *Galaxy* automatic league handicapping system introduced last fall at AMOA '95.

"In any sport there is always going to be somebody better than you," said Bonilla. "This software will automatically give players a ranking so you can make the game more even."

By leveling the field, the handicapping system makes league play more attractive to players of differing proficiencies and ensures that scratch players do not dominate games by giving them less chances to shoot.

Each player's information is contained in a team captain's card. When two teams prepare to play, each card is inserted into the machine, which does the necessary calculations and determines the handicaps.

A number of smaller operators tested the feature last fall, and even more will be using the handicap system this spring, Bonilla said. "It's working well

and I'm sure this will be going strong by this fall. You can make a totally lopsided league pretty even."

Arachnid says it would probably be wise for operators to continue operating scratch leagues in order to maintain incentives for those players.

"If I am a player, I like to play with my friends but I don't want anybody to say I'm too good," commented Bonilla. "So now they've got all the options."

A second innovation that Arachnid is offering operators is the central management of leagues across the country from the company's Rockford headquarters.

Following each night of league play, information is sent to the company via modem, where it is computed and tabulated in-house.

"The following day we make a copy of the stats and mail them back to the player, the bar, and the operator," explained Zammuto. "We have a turnaround time of 24 hours, probably faster than the operators are doing now."

Zammuto said the system has been tested on two separate leagues, one in southern Illinois and the other in Cleveland, Ohio, for the last six months with a success rate of 99 percent.

"The operators don't have to hire another person to run leagues," he said. "We will run the leagues direct from Rockport and we will be the league coordinator for each operator.

The system will be demonstrated at ACME '96 in Orlando this month, and Arachnid predicts at least one in five of its operators will want to participate.

Company president Ward said that just over the horizon, in the "near future," two-way communication will be offered so that machines on location can receive, as well as send, league information and updates. That type of two-way communication will further facilitate running leagues and shorten the window of time between when play is held and when the scores are returned.

Lucky Touch poker games are distributed in Louisiana and on location in tribal casinos in several other states.

While darts may be the company's mainstay, for the last several years Arachnid has also been exploring the gaming market and continues to do so with optimism.

The company is currently licensed to sell video poker games in Louisiana and has gaming machines in tribal casinos in Louisiana, Minnesota, New Mexico, and Wisconsin.

"I think the multigame concept is something that is going to take a solid portion of the Indian market," Ward said. "In Louisiana it's something of a

struggle with the market being tied up by the time we entered and the lack of distributors. We finally have hit on some operators down there through our distributor C.K. Gaming. The performance of the machine has been tremendous."

According to Ward, the company entered the gaming market after a number of operators approached them about doing so, based on their trust in the dart game manufacturer. "We got into the business on that premise; we felt our strength would be in operator-run systems," he said.

Arachnid has also done work on blackjack and keno games, and expects to introduce a reel slot machine by late spring. Ironically, Ward said, Arachnid's introduction to the video poker market has also spawned the sale of new dart machines to operators in Louisiana.

So what will the future bring for Arachnid? First and foremost, will be continued development of the *Galaxy* system, Ward said.

"Our software will be five years old in the fall of this year," he noted. "We have to continue to develop new things. We're going to expand its capabilities. It will be a natural outgrowth from past and current achievements."

"Another thing I see is new machines being compatible with old machines," he continued. "It would be an extreme hardship for operators to have to change them all."

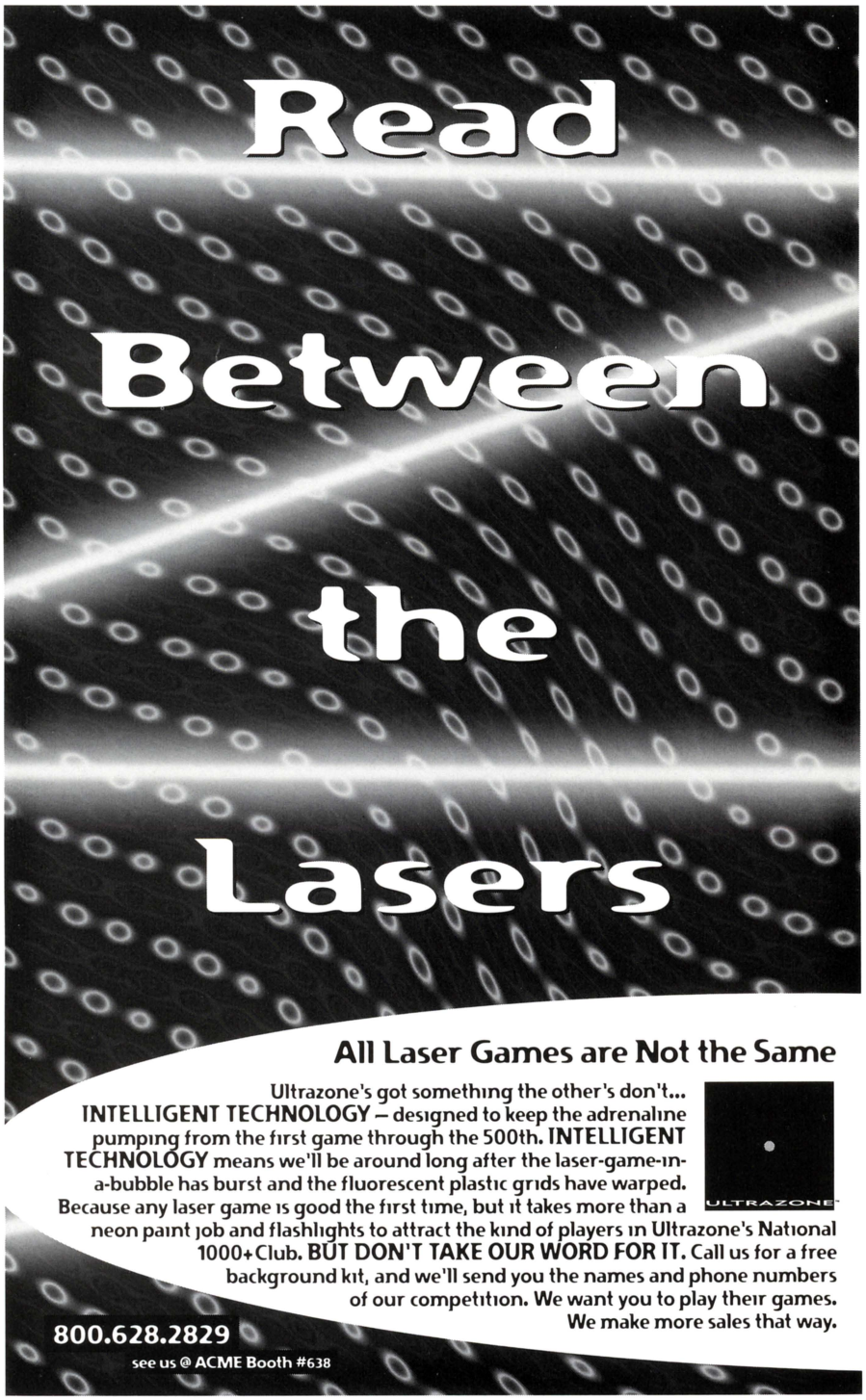
Those developments notwithstanding, a continued growth in sales is predicted by the company. According to Bonilla, a down market where capital outlay for operators is on the rise and profit earnings are sagging is conducive for equipment like dart machines that sell for less and have a longer life span.

"I see sales of dart games going up in this market situation," the sales vice president said. "Arachnid will always keep researching new ideas to improve our product. But we have to remember ourselves to keep the price of new products down."

Along with a growth in sales, Arachnid also expects to see an expansion in the type of locations where dart games and leagues are run.

"If there are half a million liquor licenses in this country, there are probably close to 150,000 dart machines out there," concluded Zammuto. "That's one per bar. I see darts expanding to restaurants, pizza joints, etc. Bowling centers are also getting more involved in darts."

But wherever the market may lead the industry in the coming years, the company that developed the first dart game in 1974 is sure to be at the head of the pack in delivering product and service. ▲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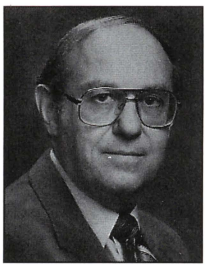

# Use tax savings to put the kids through college

The cost of sending your children or grandchildren to college has skyrocketed. And predictions are that college costs will rise a bit each year in the foreseeable future.

Sorry, but the cost of educating your younger family members is simply not deductible. But wait. There is another way. Suppose you own a business (Success Co.), which shows a profit of about $100,000 per year after your salary of $150,000. You have three kids—Pat, Dot, and Mat (all grown, married, and each with one kid—Tad, Tillie, and Tom—of their own).

Here's the college education plan. Success Co. elects S corporation status. You give 12 percent (two percent each year to each child and grandchild) of Success Co. stock over a four-year period (a total of 48 percent). This strategy avoids the gift tax because no gift exceeds $20,000 per year. Tad, Tillie, and Tom will get $8,000 per year of income, which will be banked until each starts college.

Actually, I could make this example go on for pages. Instead, here's my objective: to have each of you with children or grandchildren who are in college, or will be some day, to sit down with your accountant and crunch the numbers to fit your particular circumstances.

This college education plan saves taxes three ways: (1) it spreads the taxable income of your business over many taxpayers—some in zero or low tax brackets; (2) the gifted stock is removed from your estate and starts a transfer plan to the younger generations of your family; (3) if you take less salary (but you must take a reasonable salary), you lower your payroll tax burden and increase the income to be reported by your low-bracket family members.

Actually, setting up an education plan should be the start of a full-fledged transfer/estate plan. Want to learn more tax-saving tricks you can do with your business? Send for these special reports "A New Tax Superstar, S Corporation," "How To Take Money Out Of Your Closely Held Business," and "Your Business, America's Best Tax Shelter."

### Leveraged gifts to your family

Want to win the estate tax game? Think gifts. Leveraged gifts.

Gifts to your family during life represent a major tax-planning strategy. Gifts can move income within the family unit, remove income from your estate, and provide money for the education of future generations. In the discussion that follows, all gifts are made by Joe (who is married to Mary) to his children or grandchildren.

Gifts can help divide family income by taking advantage of the zero or low tax bracket of one or more family members. This strategy accomplishes two sure savings: (1) income tax—tranfers income (produced by the asset gifted) from Joe's high bracket to the low bracket of the children and/or grandchildren, and (2) estate tax—the asset is removed from Joe's estate.

Current law still provides these advantages: (1) the $20,000 ($10,000 for Joe and $10,000 for Mary) annual exclusion per donee, and (2) gift splitting with Mary removes one-half of the gift from Joe's estate and Mary's estate as well.

I'm about to use box car dollar numbers to show you the power of leveraged gifts. Adjust the numbers to your liking. If you have children or grandchildren, you'll like what you are about to read.

Here's an example of a classic leveraged gift. Joe and Mary (both 60 years old) would like to enrich their grandchildren. Instead of making $20,000 gifts each year to each grandchild, here is what they do. Joe and Mary create a wealth creation trust (an irrevocable life insurance trust that receives insurance death benefits free of income tax and estate tax). They find out that they can purchase a $1 million second-to-die policy (pays after the second death of Joe and Mary) for a premium cost of only $12,709 per year, with the premiums stopping after 15 years.

So, Joe and Mary make a gift of $12,709 each year to each of the six grandchildren via a wealth creation trust to pay an annual premium for six separate $1 million second-to-die policies for a 15-year period (then the policies will self-carry). What's the result? This strategy removes $76,254 ($12,709 x 6) from their estate each year. After Joe and Mary are gone, the grandchildren will have $6 million ($1 million each) tax-free at a maximum lifetime cost of $1,143,810 ($76,254 x 15). Wow!

How much do you think Joe must earn to leave his grandchildren or children about $6 million? Would you believe $22.2 million? Try this: Joe earns $22.2 million before going to heaven. After giving the IRS 40 percent for income taxes, he has about $13.3 million left. When he goes to heaven, the IRS gets another 55 percent of the $13.3 million. What's left?...about $6 million.

Or put another way: an investment of $1,143,810 over 15 years (a realistic goal) will do the same work as earning about $22.2 million (an impossible dream).

Shhh! Don't tell the IRS. Play with the numbers depending on how many children or grandchildren you might

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Want to learn more about how leveraged gifts can enrich your family without reducing your current lifestyle? Send for the special report "Leveraged Gifts to the Family—Strategy #3."

### What's your business worth

Most TV game shows only allow five seconds for the contestant to give the right answer. Okay, try this quick quiz. What is the most valuable asset you own? Hands down, almost every business owner answers, "my business." Good! Next question. What's your business worth? Silence! Yes, hands down, the most common answer is no answer—given five seconds or five months.

So what happens in real life when those same business owners or their families must value the business? Hey, things happen. Things like gifts of the family business stock to the kids; death, requiring valuation for estate tax purposes: or divorce, where valuation becomes an expensive legal battle. Or, how about buying or selling a business? The wrong valuation can rob you of hard-earned dollars. It can even cause your business to be sold to pay taxes.

There are three business valuation myths that I hear from business owners and their families when I consult them. First, the business is worth book value (usually this value is too low); second, the value is eight to 10 times after-tax earnings (usually this value is too high); and third, an S corporation is worth more than a C corporation (a corporation that pays income tax) because it doesn't pay federal income tax. This is just plain wrong; there's no difference in value.

Well, think about this: there are two piles of stock in front of you. One pile is made up of the likes of IBM, Conoco, and General Motors, with a total value of $2 million. The second pile is the stock of Your Family Co., also worth $2 million by the "right" (even the IRS would agree) valuation method. Think for a minute. Which pile is worth more? Right, the first pile. Just call your broker and you can have $2 million in your hands, less the broker's commission, in a few days. What about the value of the second pile—Your Family Co. stock? Well, the fact is that the courts give you a discount for general lack of marketability of about 35 percent, or about $700,000. That discount will save your estate about $350,000 in estate taxes.

What's the lesson to be learned? If your business is one of your most valuable assets, get a professional valuation of it done NOW! Why? It is a necessary step in every tax plan that allows you to transfer your wealth to your family free of all estate taxes.

**"Sorry, but the cost of educating your younger family members is simply not deductible. But wait. There is another way."**

Join the tax-saving fun. Send for the special reports "How to Value Your Business," "How You Can Beat The Estate Tax Legally," and "Pay Zero Estate Tax the Super Trust Way."

### An IRS approved tax advantage

For years, we have talked about the perfect four-step tax fantasy investment: (1) the dollars you invest would be deductible on your income tax return; (2) the investment would be guaranteed to make a profit; (3) the profit would be income tax-free; and (4) your original investment plus your profit would be free of estate tax. And, oh yes, the IRS would say it's all okay—in writing. Pure fantasy? Not anymore.

I wish I could take the credit for creating the voluntary employee's beneficiary association (VEBA). But what you are about to read was taught to me by Herbert O. McDowell and Marshall D. Katzman, who have received a favorable ruling from the IRS for their VEBA.

VEBA is the new kid on the block. In a nutshell, a VEBA is a way for any employer (you) to buy life insurance for selected employees and—GET THIS—deduct the entire premium. Contributions are made to the VEBA, which is actually a trust similar to the trust created for a profit-sharing plan. Yet, a VEBA is not a retirement plan. Simply put, a VEBA is a tax strategy in the form of an employee benefit plan that accomplishes the tax fantasy described above.

Someday you will go to the big business in the sky. Death brings the policy proceeds (say $1 million) to your beneficiary. The guaranteed profit (the difference between the total premiums paid and $1 million) is free of the income tax. The way the VEBA plan is structured, your heirs will not pay any income tax or estate tax on that $1 million.

Your VEBA plan is tailored to fit your individual needs. Vary the premium costs. Vary the amount of insurance coverage. Vary the employees included in the plan and the amount of insurance coverage for their benefit.

Actually, I could write a small book about the possible variations and flexibility of your VEBA plan. But be assured that if you need life insurance to protect your family or to pay estate taxes, a VEBA is the best combination of economics and tax advantages available for the owner of a family business.

Want to learn more about how a VEBA can enrich your family with a combination of tax-deductible and tax-free dollars? Send for the special report "VEBA—The Perfect Way to Buy Life Insurance—Strategy #11."

### Getting divorced: your business is a target

It happens almost every day. I receive phone calls from frantic business owners with urgent tax questions that must be answered no later than yesterday. But never are the questions so urgent, or the caller more frantic, than when a divorce is pending. Why? The business owner's spouse—aided and abetted by a pushy lawyer—wants a big piece of the family business.

The calls starting with "I need tax help because of a divorce" have a predictable pattern and, most of the time, the callers ask the same questions. So, following is an up-to-date basic primer that gives answers to the five most common questions, which are obvious from the context of the answers.

1. When valuing a business interest (majority or minority) for divorce, there are no special rules. What would a willing buyer pay? That's a good way to estimate the value. Some advice: don't mess around. Hire a knowledgeable business appraiser who knows and understands your industry.

2. If the payments (alimony) are deductible by the paying spouse, an equal amount is income to the receiving spouse.

3. Taking fat bonuses or increasing your salary in order to lower the value of the business won't fool anybody. And the same tactic to get the funds with which to pay alimony could spell "unreasonable compensation" and cause problems with the IRS. Electing S corporation status and then taking tax-paid dividends is usually the smart way to get the alimony job done.

4. Transferring appreciated property has no tax consequences for either party. For example, assume Bill transfers title to his house (cost $50,000, now worth $500,000) to his wife Hillary as part of the divorce settlement. Neither has any income because of the transfer. But check this out: Hillary steps into Bill's tax shoes. Let's say she sells the house for $550,000 after the divorce. Hillary must pay tax on the full $500,000 profit (assume no special tax breaks are available for certain sales of your principal residence). Bill escapes with no tax.

5. Child support is not deductible. It's best to clearly spell out in the divorce agreement who can take the kids as an exemption on their tax return.

The spouse who does the best divorce tax planning usually comes out ahead. Here are three special reports "Divorce, Taxes, and You," "How to Take Money Out of Your Closely Held Business," and "How to Value Your Business." ▲

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*Irving Blackman is a senior tax partner in Blackman Kallick Bartelstein, a CPA firm specializing in closely held businesses. He has agreed to consult with readers of this column. His tax hotline is (312) 207-1040. The address to send for the special reports (at a nominal cost) is Book Division, 300 South Riverside Plaza, Chicago, IL 60606.*

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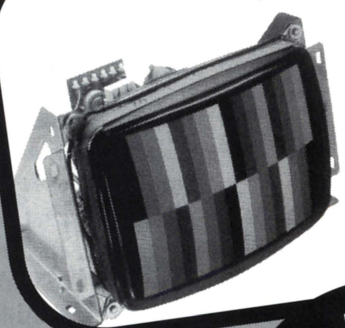

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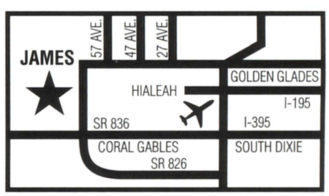


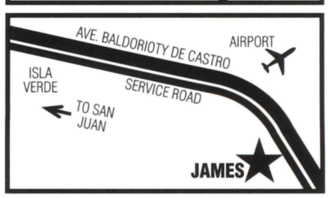


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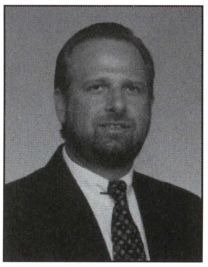


# Changing Times Part 1: adrift in troubled waters

When speaking to operators across the country about amusement game revenue, I find that the majority of locations have one thing in common: game revenue has declined dramatically over the past year, in some cases by as much as 50 percent unless you happen to be in one of the states where gaming of sorts is legal.

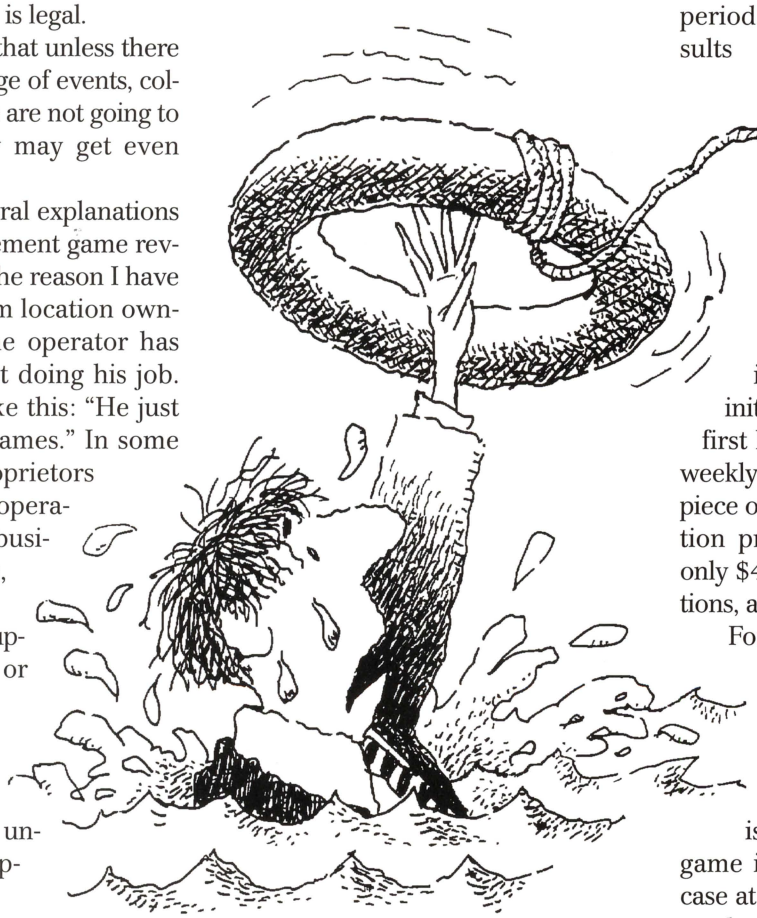
The worst news is that unless there is an unforeseen change of events, collections in most places are not going to get any better. They may get even worse.

There may be several explanations for this state of amusement game revenue. Unfortunately, the reason I have heard most often from location owners is that their game operator has slacked off and is not doing his job. Usually it is stated like this: "He just won't give me new games." In some extreme cases proprietors have replaced game operators they have done business with for years, only to find that the results with another supplier were the same or worse.

The idea that game operators nationally are not doing their jobs is unfounded. The coin-operated amusement industry as we have come to know it over the past decade is undergoing some major transformations, and when it resurges it will be much different than in the past. There is a major evolution taking place.

The primary purpose of this month's column is to explain some of the main reasons for this dramatic decline in revenue, and to suggest some alternative methods which will enable all parties to remain profitable during this period of transition.

As we have pointed out in the past, there is much competition for today's discretionary entertainment dollar. Proprietors have only to look at total revenue to confirm this fact. Yet it is amazing that while proprietors see general revenue declining, many expect game revenue within their locations to be sustained or even increase.



Ten years ago, games could have been put in virtually any place within any location and still earned good revenue. In today's economic climate games have to be marketed as does any other part of a business. Games themselves do not generate income—traffic flow does. This can be seen by comparing revenue produced by placing the same identical piece of equipment at two different locations over the same time period. The results can be, and usually are, substantially different, with a direct correlation to the amount of traffic passing through the location's doors.

As an example, consider new Daytona USA games placed in two different locations for an initial period of four weeks. In the first location the game generates a weekly average of $900, but the same piece of equipment in the second location produces a weekly average of only $400. Same game, different locations, and different results!

For the operator who owns this game, there will be marked differences in the return on investment. Assume the split between the location and the operator is 50/50 and the cost of the game is about $18,000. In the first case at $450 per week, it will take 40 weeks for the game to be paid for. In the second location at a rate of $200 per week it will take 90 weeks to pay for the same game. This also assumes that revenue will be constant over the entire period the game is in the location, which experience tells us will not be the case.

Revenue will certainly decline over time, as patrons become accustomed to the new game. There are only so

**Paul Virgadamo**

many games an operator can purchase at $18,000 each. Consequently, the operator must purchase and place each game where he will get the best rate of return—something that is difficult for location owners to sometimes swallow when their game operator gives that hot new game to a competitor. Simply put, all locations were not created equal.

In recent years the price of new coin-op equipment has gone through the stratosphere, especially on video and pinball games. And to make matters worse, video games released for commercial arcade use are now being released for home use within six months of the original arcade debut. This considerably shortens the lifespan of the game, thereby giving the game operator a shorter window in which to recoup his initial investment.

In essence, equipment prices have increased, industry game play is down, and the equipment lifespan has been shortened—not a profitable combination.

**"It does not take a rocket scientist to realize that at today's prices, on a 50/50 split, games become obsolete long before they are paid for."**

In order to remain afloat in these troubled waters, it is imperative that proprietors and game operators work together so that both parties will benefit. And in order to accomplish this goal, some creativity is definitely in order. One option is changing, eliminating, and/or modifying the traditional 50/50 split.

A typical dedicated video game today retails for between $5,000 and $6,000; a video simulator game costs between $15,000 and $25,000; and a new pinball game costs about $3,500. It does not take a rocket scientist to realize that at these prices, on a 50/50 split, games become obsolete long before they are paid for—definitely not a healthy situation for the game operator. And if the game operator cannot remain healthy financially, neither can the proprietor, with respect to amusement game revenue generated at his location.

Keeping these things in mind, in the next column I will discuss new and creative options, which hopefully will produce a win-win environment for the proprietor and the game operator alike. ▲

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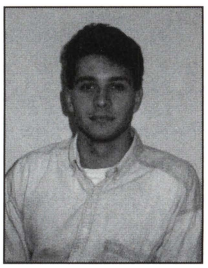


# Parental advisory or not, fighters still capture players' imaginations

***The eternal battle of good vs. evil continues to play out in Area 51, Samurai Shodown III, and Marvel Super Heroes.***

One of this month's reviewed games bears the first video industry's parental advisory in the attract mode, warning adults of the graphic violence contained in its visuals or theme. While the notice is a noble effort, it is debatable whether it makes any difference, especially since many parents are not present in the arcade to see it.

While this game does have a degree of violence, it is nowhere near as graphic or realistic as some digitized fighting or shooting simulators. Until all games deemed violent are labeled as such, the few given the advisory treatment may cause confusion to players.

### Area 51/TWi

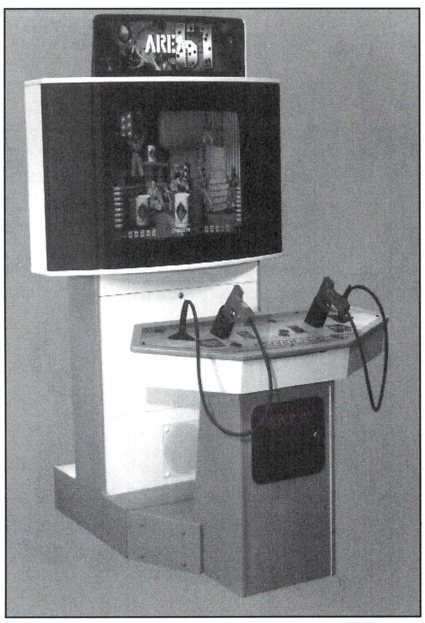
**Theme:** Sometimes earth-visiting aliens are harmless. benevolent creatures, such as E.T. or Starman, but usually they end up causing panic and devastation such as those found in *Area 51*.

Here's the scenario: an alien vessel lands in the Nevada desert near a military base which mysteriously and abruptly loses contact with the United States government. Under the assumption that the crashed extraterrestrials have taken over the base dubbed *Area 51*, the military sends in the Staar team, a small outfit of soldiers created to battle alien menaces. One or two players can join the melee, traversing warehouses, offices, and airfields to eliminate all creatures.

**Graphics:** This aspect separates *Area 51* from other gun simulators. Every current visual capability found in other games—namely polygon rendering, texture-mapping, glow- shading, digitization, and stop-motion simulation—has been combined to create the most believable characters and environment ever seen on the screen.

Real film footage would not have done the game justice when compared to the finished graphics of *Area 51*. The various levels depict the grounds outside of the military base, the airfield, hangars, and warehouses, office areas and barracks, and even restricted war rooms. Scattered among these scenes are crates, barrels, military vehicles, and other typical obstacles, through which the screen camera slowly weaves and pans on a set course.

Occasionally, players mount moving vehicles and are assaulted by helicopters and troop transports at a much quicker rate. The glow-shading and dark texture-mapping really gives the visuals a nice effect.



**Left: TWi's *Area 51* Right: SNK's *Samurai Shodown III***

Stop-motion animation and digitization combine to create the advancing aliens and infested soldiers, both seemingly pulled from a horror flick. There is no targeting system as the one found in *Virtua Cop 2*, but the gun itself seems just as accurate. The attract mode and continue screen are presented in cinematic style, telling the tale of the flying saucers and the mobilization of the Staar team.

**Controls:** Twin handguns connected to the cabinet by cables are used to fire at targets on the screen; reloading is done by firing once away from the monitor. Normally six shots are given, but occasionally a rifle can be picked up for more ammunition.

**Game Play:** The player has the option of beginning at the normal level or jumping ahead to a faster-paced, more difficult round. Once underway, the

**Greg Reeves**

computer-controlled camera walks the player through a warehouse where he encounters alien-infested humans with guns or knives and later faces the off-world creatures themselves.

Certain obstacles can be fired on to collect weapons or life power-ups or just to cause destruction. The more impressive rounds take place on moving vehicles or when facing enemy aircraft. Often, other members of the Staar team appear on the screen as an obstacle, so great care must be taken to avoid shooting them. If they are struck, or if the player receives a hit before managing to shoot his target, one life is subtracted from the five he is given.

As each round is completed, a tally of shots fired and successful hits is shown. Enemy attacks increase in frequency and difficulty as the game progresses, until the final showdown with the alien presence to liberate *Area 51* once and for all.

**Overall:** More gun simulators have been released lately than ever before, so competition is high. Visually, *Area 51* is probably the most attractive of the lot.

### Samurai Shodown III/SNK

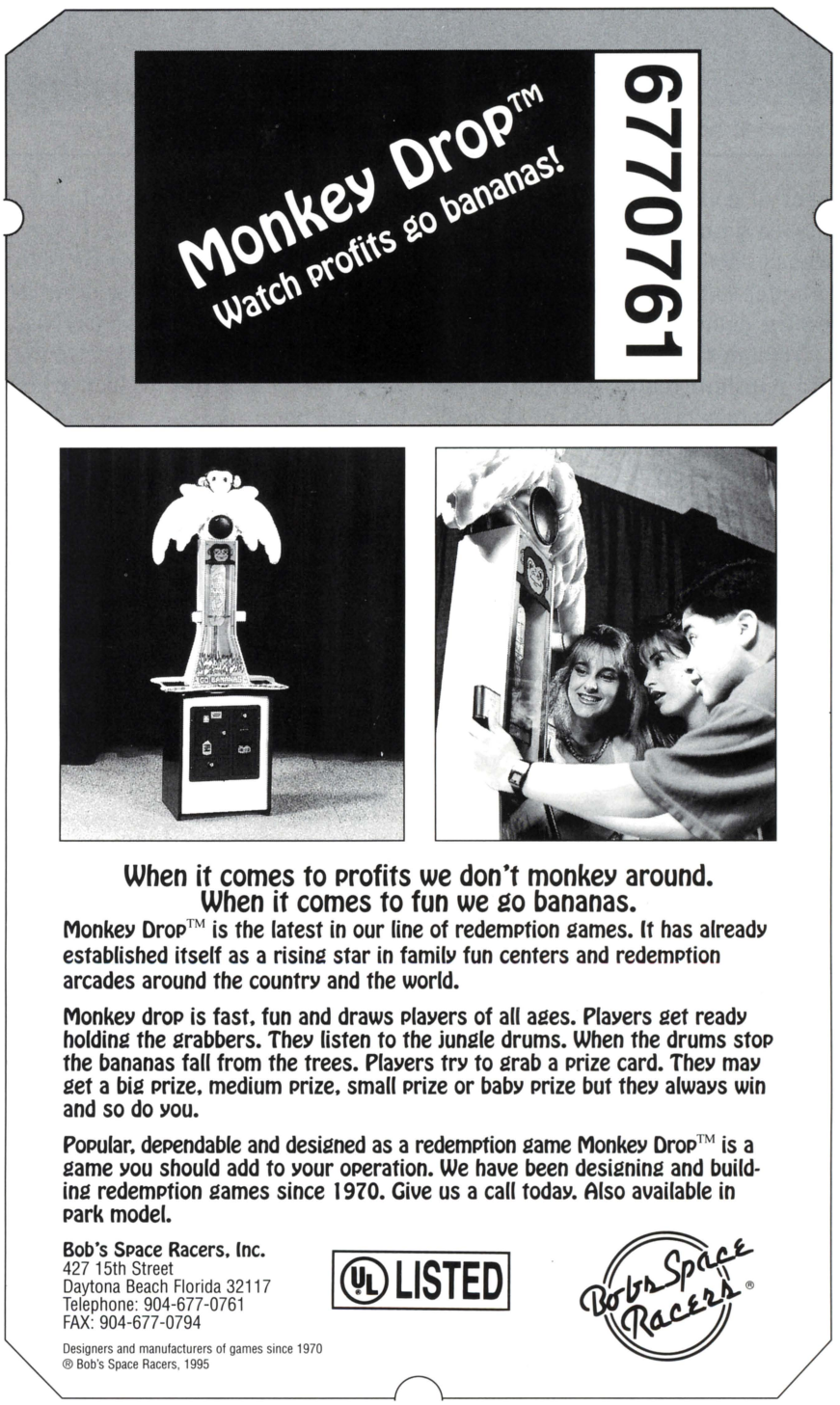
**Theme:** *Blades of Blood* is the formal title for the third edition of the popular SNK *Neo-Geo* fighting game. For those unfamiliar with previous *Shodown* kits, what distinguishes this series from other current fighters is that each character uses a weapon of some kind, usually bladed but not always. This weapon is the primary means of attack for each warrior, as well as a liability since it can be removed from their grasp for a time. Players decide upon a character and do honorable battle in various locations in the Orient.

**Graphics:** This newest incarnation of the series stands a world apart visually from its predecessors. Character sprites are much larger, more detailed in physique and apparel, animated more smoothly, and feature action akin to current Capcom games.

The scenery is nothing short of beautiful, as battles take place in forests, near waterfalls, and within Japanese gardens. One scene is truly amazing—that of an abandoned Oriental village at night during a huge thunderstorm. Another fight is waged while characters stand ankle-deep in a shallow pond among weeds and foliage, which makes for interesting scenery interaction. The graphics represent the best in Japanese manga, or the popular Eastern form of visual entertainment seen in comics or animation.

**Controls:** There is a slight change in controls from *Samurai Shodown II.* To better direct the use of a weapon, buttons A through C cause a light-to-strong slash respectively, while button D alone is used for kicking. The weaker the weapon attack the quicker it is performed, whereas a warrior's kick is always of the same intensity. Numerous special energy or blade attacks can be accessed by joystick/button combinations.

**Game Play:** An interesting addition to enhance the enjoyment of fighting games makes its debut. After character selection, the player chooses an align-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Capcom's *Marvel Super Heroes*

ment of good or evil for his warrior, dubbed slash or bust, respectively. This actually alters the roster of special moves to better suit the benevolence or ruthlessness of the fighter.

Veteran samurai such as Haohmaru and Kyoshiro return, along with four new characters for a total of 12, or 25 when counting their evil versions. Furthermore, three skill levels allow altering game difficulty from beginner to upper class. As battle begins, the player notices that beyond advancing, receding, and jumping, new movement has been added to the limited two-dimensional lateral interaction position switch.

By pressing two buttons when next to the opponent, the characters circle each other quickly and end up on the opposite side. A rage gauge near the bottom of the screen fills with energy in response to successful hits, and can be used for a comprehensive special move that normally ends the match.

**Overall:** This sequel is definitely the best in the series, and would be a prime choice to feature in a Neo-Geo library along with *Bust-A-Move* and the latest King of Fighters game. A kit this good really should be a dedicated video to promote itself rather than be hidden among various titles.

### Marvel Super Heroes/Capcom

**Theme:** Capcom once again takes the popular *Street Fighter II* format and applies it to a universally recognized theme in *Marvel Super Heroes*, the company's latest fighting game. The kit seems more like a sequel to last year's *X-Men, Children of the Atom* in that four of the characters appear with six new ones consisting of popular heavyweights such as Spider-man, Hulk, Captain America, and others.

Duels take place in common Marvel Universe landmarks such as the Daily Bugle building. By using combos, special superpowered moves, or just plain hand-to-hand fighting, players progress through the lineup of heroes and villains to reach the game's true threat: Thanos, the evil demigod.

**Graphics:** Character and scenery visuals are of the same caliber as those found in *Night Warriors, Street Fighter Alpha*, and *X-Men*, though with characteristic Marvel comic influence. Sprites are highly detailed, smooth moving, exaggerated in action, and very colorful, much resembling an animated cartoon rendered on the computer screen.

Backgrounds also have a lot of personality, sometimes displaying several moving icons at once and often morphing into an entirely different scene.

**Controls:** Capcom makes kit-swapping much easier by retaining the standard six buttons and joystick found on all of its fighting games. Three buttons for punching and three for kicking vary from light-to-fierce strengths, and are used to access each hero's special moves like Spider-man's webbing or Iron Man's repulsors.

**Game Play:** A choice of game speed is given, as well as an automatic or manual blocking feature. Once underway, heroes engage in classic *Street Fighter* combat by chaining buttons together to form combination moves for multiple hits, gradually increasing their three-level meter. Each level of the meter provides higher power for a super combo—a minimum button movement but a maximum damage feature. Otherwise, all game play mimics that of previous kits: two rounds to progress to the next match, culminating in a showdown with the final boss.

**Overall:** While other companies strive for new formats to display fighting games, Capcom continually improves the first and best known capability—lateral interaction. *Marvel Super Heroes* generally changes only characters and theme, retaining the same game play and graphics as the last three Capcom fighters. However, the true joy is seeing a video interpretation of comic book favorites done justice, as well as being able to control these much-loved heroes. ▲

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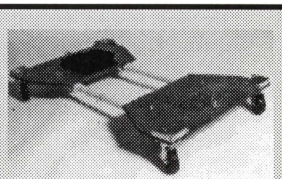

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### *Lazer Runner Battle Station*

A manufacturer of laser equipment, Ascension Productions has introduced their Lazer Runner Battle Station, a high-end, but affordable laser tag system that includes everything that the expensive systems offer. Plus, it's modular, expandable, and quick and easy to setup or move.

The system comes with fourteen phasers and fiber-optic vests (7 per team) but can easily be expanded at any time by adding more phasers. Included in the price is individual scoring, team scoreboard, remote scoreboard reset, remote startup super control, cash control system, smart charging module, two homebase stations, vibrating hit sensors, battle sector mines that shoot back at players, intruder warning detectors, black lights, strobes, flashing beacons, CD sound system with amplifier, fog machine, special effects package AND as if that wasn't enough, the complete Battle Station arena (it's spectacular)!

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**"One very important fact distinguishes us from other laser tag manufacturers. . . we're not just retailers of equipment ~ we also operate our own sites."**
**Kenn Schurek - President, Ascension Productions Inc.**

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Everything is included - there is nothing else to purchase and no leasehold improvements to do. The modular arena can be made any shape and size that an amusement facility requires. Installation is remarkably easy. The manufacturer's set-up crew completes it in only two days! The interior of the Battle Station is drenched in black light and florescent graphics. The game is fast-paced and the phasers talk to you during the game.

"Imagine this," says Kenn Schurek, president of Ascension Productions, "No matter what your budget, no matter what size your FEC, you can now have a state of the art modular Lazer Runner Battle Station with all the extras at a fraction of what similar systems used to sell for. Technology has come a long way and prices are very reasonable!"

### *The Price.*

If you purchase directly from the factory, the all-inclusive price for the fourteen player system, including arena, is $78,400 complete! No options, no add-ons, no nickel and diming. Done!

"This is a laser tag break-through! The value is phenomenal! You can add to your site at any time to make it larger with no hassle," says Schurek. "It's very high-end equipment, it's very affordable, and it's extremely profitable!"

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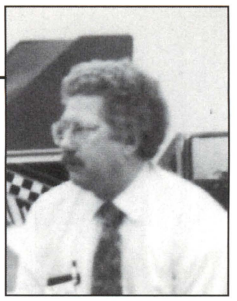
The client list for Lazer Runner is impressive. From large mega-centers, to many small FECs across the USA, to entertainment centers in exotic locales like Beijing, Sydney, Seoul, Israel, Barcelona, Tokyo, Auckland, Manila, Santiago and Mexico City, a new Lazer Runner site opens every 3 days! Lazer Runner bills itself as the fastest growing laser tag game on the planet.

### *"How To" Manual & Laser Tag Workbook*

For more information on Lazer Runner and a workbook to help you plan your laser tag site, call Ascension Productions Inc. at 403-496-9058 or fax 403-496-9059.

Tom Cahill



# Hard disk drive maintenance

The video game industry is witnessing a major transformation in hardware with the introduction of hard disk drives into video hardware. Along with the significant benefits provided by hard drives for storage of information comes some special handling requirements that we in the industry must keep in mind.

Following are some common questions and answers concerning hard drives:

**What is a hard drive?**

A hard drive is a disk drive that can store mass quantities of information. Hard disk drives have been used with computers for years as a means of storing information. Recently, video game manufacturers have started using hard drives in place of ROM chips to store game software.

**Why are video game manufacturers using hard drives?**

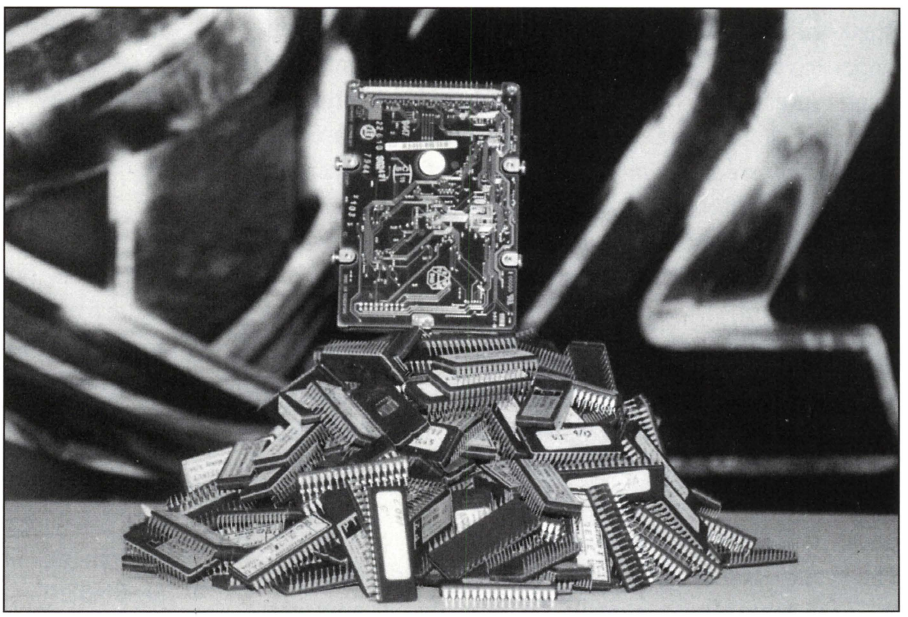
Hard drives allow us to make games significantly more advanced without increasing cost. One hard drive holds information equivalent to almost 500 standard ROM chips. In order to stay well ahead of the home market, we're making games more advanced, which requires more storage. If we included all of the additional information on ROM chips instead of a hard drive, the cost of the games would increase significantly.

**Is electrostatic discharge a concern when handling hard drives?**

Yes. Electrostatic discharge can damage a hard drive just as it could damage a ROM chip. When removed from a game, a hard drive should be kept in an antistatic bag. Don't put any other objects inside the antistatic bag with the drive, and don't attach any cables to the drive while it is still in the antistatic bag.

**What sort of handling concerns should you have for a game with a hard drive?**

Handling hard drives can be broken down into two areas: handling the hard drive itself and handling a game with a hard drive installed. The most important thing to remember about handling the game itself is that the hard drive is a moving part in the game.



One hard drive holds information equivalent to almost 500 standard ROM chips.

You should never move the game while the power is on. You should wait 30 seconds after turning the power off before moving the game at all because the hard drive spins for a few seconds after the power is off. You should make sure that all screws (specifically the back door screws) are properly installed before moving the game.

In general, use caution when moving the game; significant contact such as dropping a game can damage the hard drive.

If you get into a situation where you'll need to remove the hard drive from a game, you'll need to use caution. Don't put anything on top of the drive, especially another drive. Don't drop the drive because even a drop from a few inches can damage it. When setting the drive down, don't set it on its edge.

**Are there any special procedures for shipping the drives?**

Yes. If you are using a single pack carton, do not pack more than one drive per carton. The drive and the drive cable need to be packed in antistatic bags. It is important to use an approved shipping container. Even with an approved container do not drop or puncture the container.

**What are the installation procedures for a hard drive?**

The first thing to remember about installation is that the game power must be turned off before connecting the drive. The drive plugs in directly to the CPU. You need to make sure that the drive or drive cable is correctly aligned with the CPU connector. If you force the drive to the connector when the pins aren't properly aligned, you could ruin the drive. ▲

---

*Tom Cahill is with Williams Bally/Midway. He travels around the country hosting service schools at trade shows, open houses, and state shows. If you have any questions about hard drives, please send them to Play Meter. We'll forward them to Tom and print a response in the next available issue.*

# The switch is on for unjamming tickets

***If you have plunged your pocket screwdriver into a ticket dispenser one too many times trying to unjam those pesky tickets, don't skip this article. There's an easier way.***

Redemption tickets that get stuck inside the ticket dispenser can be a real pain to unjam. Depending on the ticket dispenser in which the jammed tickets occur, it can take anywhere from five seconds to an hour to completely dismantle the ticket dispenser to remove jammed tickets.

Some ticket dispenser manufacturers have made it easier to open the ticket dispenser. In others you can release the drive rollers to make it easier to poke your pocket screwdriver or even a hacksaw blade inside the dispenser to remove the jammed tickets.

But there is an easier way! This way will require some installation time. But once you have completed the modification to the ticket dispenser, 99 percent of all ticket jams can be removed in less than three seconds with no torn ticket pieces to clean up, no ticket fibers to clog the ticket notch opto sensor, and no major ticket dispenser disassembly. This modification can be added to any ticket dispenser used on any redemption game today.

Now that I have whet your appetite, here it is! Just reverse the ticket dispenser motor and back the jammed tickets out the way they went in. Sounds easy, doesn't it? Well, it is. All you need is five minutes along with some wire and a double throw, double pole momentary toggle switch (on and momentary-on).

### About the switch

You will need to order one switch for each ticket dispenser you want to modify. This switch is available at Jameco Electronics at (800) 831-4242. The part number is 105814. The cost is 75 cents per switch or 59 cents if you order 250 or more. Radio Shack does not carry the needed switch. If you don't get it from Jameco, be sure to get a switch with only two positions, on and on. Don't get (or use) a switch with a center off position. If you choose to use a standard switch, be sure to move the switch to the normal position before you apply power to the game. The problem with a normal switch is you could inadvertently leave the new dispenser motor reverse switch in the reverse position. When you apply power, the dispenser would back out the tickets from the dispenser and the game would be out of order.

**"Once you have completed the modification to the ticket dispenser, 99 percent of all ticket jams can be removed in less than three seconds."**

### Getting started

The ticket dispenser motor reverse switch works like this: with the switch on the normal position the ticket dispenser functions properly, but push the switch to the momentary reverse position and the positive 12 volts are applied directly to the motor's negative terminal. The same with the negative (GND) 12 volts. It gets applied to the positive terminal of the motor, thus reversing the motor to back out the tickets.

All the functions of the ticket dispenser will still operate normally, including the ticket advance push-button. The toggle switch mentioned above is a miniature type and fits very nicely under the ticket guides on the rear of the dispenser, although you may choose to mount the switch in a different location. Just keep in mind that you will need to run a total of six wires to the new location for the new switch (two for 12 volts, two for the motor, and two for the motor return).

If you choose to mount the switch in the recommended position, drill a 1/4-inch hole in the side of the ticket dispenser to mount the switch. Don't mount it quite yet. Note which wire is connected to which motor terminal and remove both wires from the dispenser motor.

On the dispenser I modified, the top terminal of the motor is the red wire and the bottom is the black wire. If there is a capacitor connected across the motor terminals leave it connected. Hold your new switch the same way I have drawn it (Fig. 1). Connect the red wire from the ticket dispenser board motor connector to the top left switch center terminal. Connect the black wire to the bottom left switch terminal.

Solder two new wires to the ticket dispenser motor terminals. Try to use the same color wire as the wires you

**"Ticket Vic" Fortenbach**

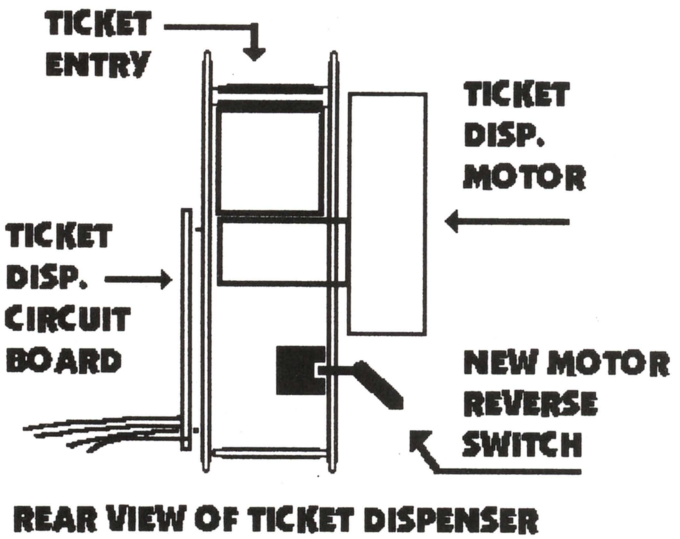



Figure 1

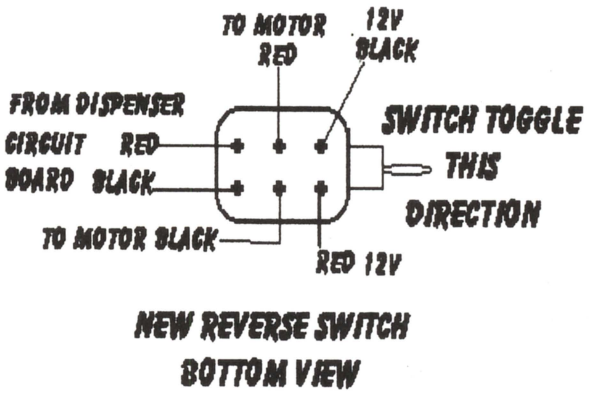



Figure 2

removed from the motor terminals (in my case they were red and black). Solder the red wire to the top motor terminal and the black wire to the bottom motor terminal. These wires only have to be about five inches long or less. Solder the new red and black wires to each one of the center switch terminals, respectfully.

Next get two more wires, one red and one black. These wires need to be about 10 inches long. Solder the 10-inch long red wire to the lower left switch terminal. Do the same for the new 10-inch black wire. Solder it to the lower right. If you look at the terminal end of the switch, the wires should look like the drawing (Fig. 2).

The last step to complete this modification is to connect 12 volts to the new 10-inch wires. (The red wire is +12 volts, the black wire is GND.) There are several ways to do this. One is to solder the 10-inch wires directly to the 12-volt input to the dispenser circuit board. However, this may cause problems if the dispenser board goes bad. You have to unsolder the wires before you completely remove the bad dispenser board.

The best way to connect these wires is to install a 12-volt molex-type connector so no hard wiring is on the dispenser board. Just disconnect the connector to service the dispenser board. The two-pin connectors are available at Radio Shack.

### Using the reverse switch

When you have a ticket jam, first toggle the new reverse switch to see if the jammed tickets back themselves out. Chances are they won't. Most of the time the switch will not simply start the motor in reverse rotation. If it doesn't you may have to "easily tug" on the tickets to start the motor. Those tickets really jam up the motor! Apply just an easy tug. Don't tug so hard that you tear the tickets because this defeats the purpose of the reverse motor switch. CAUTION: Don't leave the new reverse switch on (motor running in reverse) for more than two minutes; it could damage the motor.

If you have any questions, I can be reached at VICCO Electronics, (619) 322-4000 or e-mail VICCO-ELEC@AOL.COM

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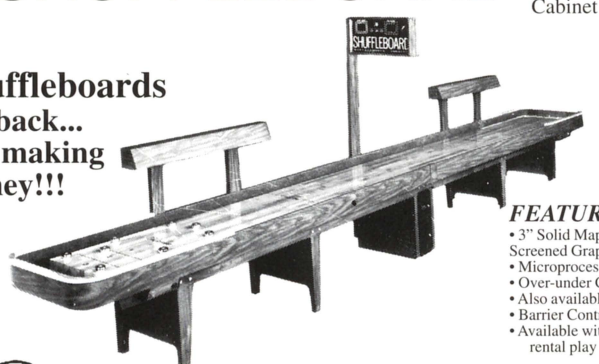


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|---|---|---|---|
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| Canadian 25¢ | 8,000 | Venezuela 1 Bolivar | 5,000 |
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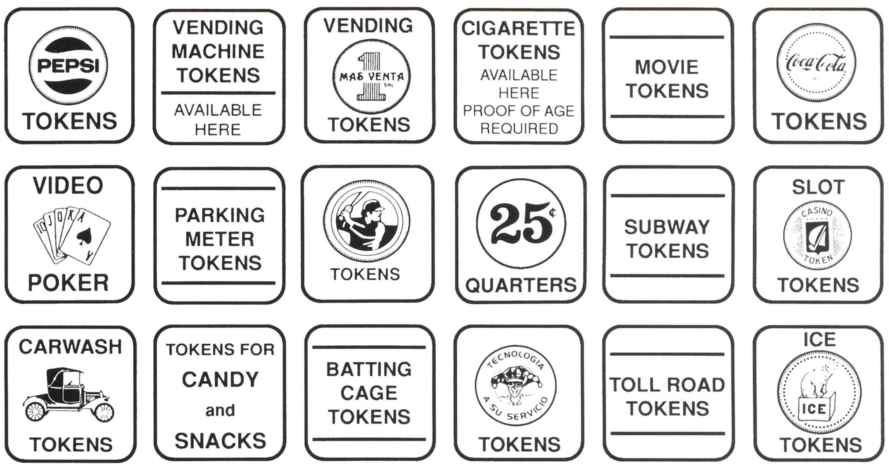


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# Build a digital test and convert old cabinets

A digital tester is basically a three-speed squarewave generator that can be used for testing electronic circuits and components. Used as a "signal injector," it can test digital and analog amplifiers.

Before getting into the details of how it works, a brief description of how it is used will make it easier to follow the technical explanation that follows.

### Brief description

The controls consist of two two-position slide switches and a push-button. The power is normally supplied by the circuit under test, but an external nine-volt battery will also work.

With the MANUAL/AUTO slide switch in the MANUAL position, simply depress the push-button switch whenever you want the output state to change from HIGH to LOW or from LOW to HIGH. If you want the output to be pulsed, set the MANUAL/AUTO slide switch to the AUTO position. In the AUTO position you can select two different speeds by moving the FAST/SLOW slide switch to SLOW for pulses of one second apart, or move the switch to FAST for an increase of approximately 460 Hz (cycles per second).

For TTL, DTL, or CMOS circuits, you clip the red (positive) and the black (ground) leads to the power source and, depending on the switch settings, the yellow (output) lead provides a HIGH or LOW, FAST or SLOW squarewave clock. This is extremely useful when experimenting with counting or logic circuits. You can slow things down so you can see what's going on.

You can trigger all kinds of digital counters, flip-flops, and even linear devices and transistors with this simple one IC device.

**Larry Munday**

### Circuit operation (technical stuff)

The schematic of the Digital Tester is shown on next page. Two of the six sections of the CMOS 4069 hex inverter IC are used in a bistable circuit; two sections are used in a stable multivibrator circuit; and two sections are used as buffer/drivers for the output.

IC pins 1,2,3, and 4, together with resistors R1 and R2, capacitor C1, and push-button switch SW1 form the bistable circuit. Actually, this is a latched flip-flop arrangement which changes state and holds the new state each time the push-button is pressed. If pin 4 output is LOW, then pressing the button changes pin 4 to HIGH. The next press of the button will return pin 4 to a LOW state.

To describe the circuit action, say pin 1 is LOW and the push-button SW1 is open. Because this is an inverter, pin 2 is HIGH. Since it's directly connected to pin 3, pin 3 is also HIGH, and the inverted output at pin 4 is LOW. The circuit is stable in this condition, and C1 is charged to almost the supply voltage through R2.

Now, when switch SW1 is closed, the positive charge on C1 is applied to pin 1, which instantly goes HIGH; pins 2 and 3 go LOW and pin 4 goes HIGH. As long as SW1 is held closed, a voltage divider to the LOW at pin 2 is formed at point A, with HIGH voltage fed through R1 from pin 4. Since R1 is such a low value compared to R2, the voltage at point A and pin 1 is held HIGH.

However, when SW1 is released (opened), Point A is no longer held HIGH, and C1 discharges through R2 to the low at pin 2. The RC time constant keeps C1 HIGH long enough to eliminate the effect of switch contact bounce, so this circuit is fully "debounced."

When SW2 is placed in the MANUAL position, the HIGH or LOW on pin 4 is applied to pins 5 and 9 of two sections of the IC, which are connected in parallel to increase the current available at the output. These invert and isolate the output so even a low impedance, such as an eight ohm speaker, will not load the circuit down.

IC pins 10,11,12, and 13 together with resistors R3 and R4, and capacitors C2 and C3, form the astable "two-speed" squarewave oscillator. To illustrate the action of the circuit. Let's assume that, at a particular instant, pin 13 is LOW. Therefore, pin 11 and 12 are HIGH and pin 10 is LOW. With selector switch SW3 in the "slow" position, capacitors C2 and C3 are connected in parallel between pin 10 and point B.

If pins 11 and 12 have just gone HIGH, capacitors C2 and C3 are charging through R3, thus the voltage at point B is increasing. When the voltage at this point reaches transfer voltage, pin 13 snaps HIGH, and pins 11 and 12 go LOW, while pin 10 goes HIGH. Now the capacitors discharge through R3 until Point B drops below threshold voltage. Pin 13 snaps LOW back to where we started.

Resistor R4 is connected from the timing circuit (R3,C2,C3) to pin 3 to limit current to the built-in CMOS diode protection gate input circuit. The action keeps repeating at the rate determined by the setting of switch SW3 (slow/fast). When in the FAST position, the larger capacitor C3 is removed from the circuit; since the total capacitance is now much lower, and the charge/discharge times are shorter, the circuit changes state faster.

When MANUAL/AUTO switch SW2 is placed in AUTOMATIC, the

bistable circuit output is disconnected and the output of the multivibrator is connected to the buffer/inverters, which trigger the Digital Tester output (yellow) lead.

### Construction

It is a good idea to use a 14-pin socket instead of soldering the 4069 IC directly to the board. When you plug the 4069 IC into the socket, be sure the notch is oriented correctly.

You have a choice of a case to house the circuit; any small plastic box will work. I made one with a 35mm film canister, which is commonly available free from any film processing center. The 35mm film container is made of soft plastic and can easily be cut with a razor blade or Dremal tool. The cap snaps firmly on the formed rim of the can.

To prepare a film container as a case for the Digital Tester, cut a hole in the bottom large enough for the three conductor wire and cut holes in the cap for three switches. The push-button switch is held in position by the large nut that comes with the switch. If you use a film container for your case, you will need to use subminiature slide switches that are held to the cap with #2-56 screws and nuts.

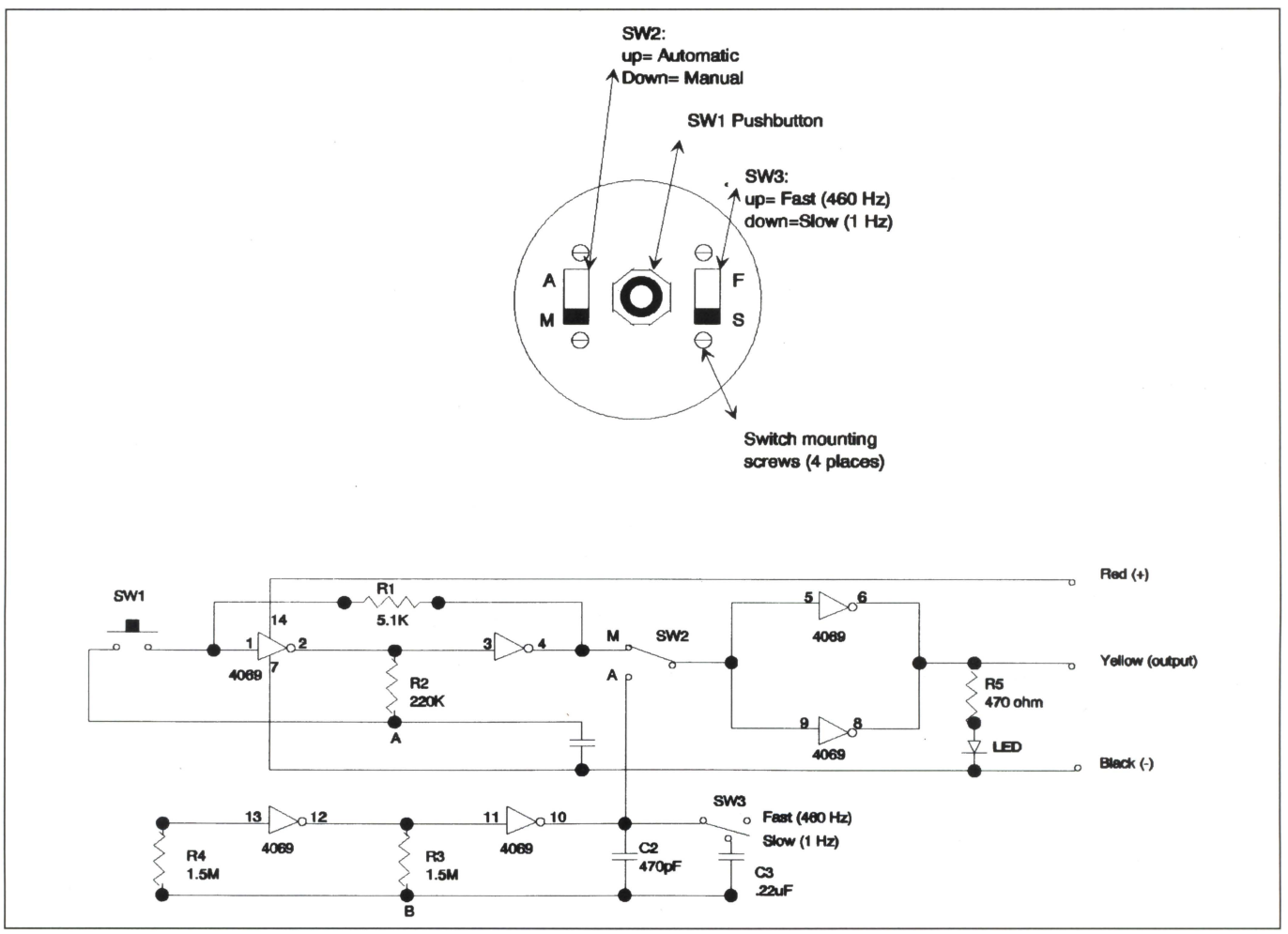
Next, wire the board assembly to the switches and make sure none of the wires or switch terminals are shorted together. Now connect one end of the three-conductor wire to the circuit board. Solder the clips on the other ends of the wires. Slip the proper colored insulator over each clip, slide the cap on, and the digital tester is done.

### Parts List

C1 .047 uF 16W VDC ceramic disc
C2 470pF 16W VDC ceramic disc
C3 .22 uF 16W VDC ceramic disc
IC 4069 hex inverter DIP integrated circuit
R1 5.1K 1/4W 5% carbon resistor
R2 220K 1/4W 5% carbon resistor
R3 1.5M 1/4W 5% carbon resistor
R4 1.5M 1/4W 5% carbon resistor
R5 470 ohm 1/4W 5% carbon resistor
LED Red diffused light-emitting diode
SW1 N.O. push-button switch
SW2 Subminiature SPST slide switch
SW3 Subminiature SPST slide switch

*Miscellaneous:*

14-pin DIP socket
two 2-56 x 1/4" long screws
two 2-56 hex nuts
three miniature alligator clips
three miniature alligator insulating boots (red, black, yellow)
12" length of three-conductor cable
one perforated circuit board
one film container



### Convert old cabinets into home entertainment systems

Although video games have hit the home market, they are not the same as our arcade games. Any kid with a home system would love to play his games with actual arcade controls in an actual arcade cabinet. Plus parents would enjoy getting their TV set back! That's why I came up with a way to convert old cabinets into Super Nintendo Home Entertainment Systems. And I must say, they do sell quite well around Christmas time. (See Fig. 1.)

Figure 1

### Cabinet Preparation

1. First choose an old cabinet out of the many you probably have in storage. The one shown in the photos was made from an old *Track and Field.*

2. Next remove the old board and all of the wiring except for the 110 vac wires. Wire an electrical outlet inside the cabinet which will supply the power for the SNES control deck and the audio amplifier.

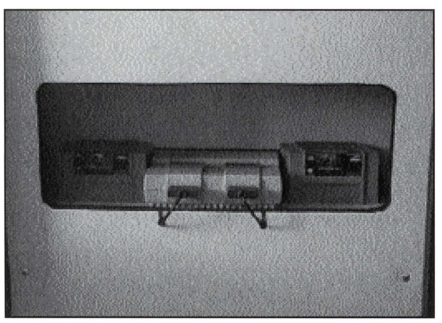


Figure 2

3. Remove the whole coin door and cash box and cut an elongated hole for the shelf. (See Fig. 2.)

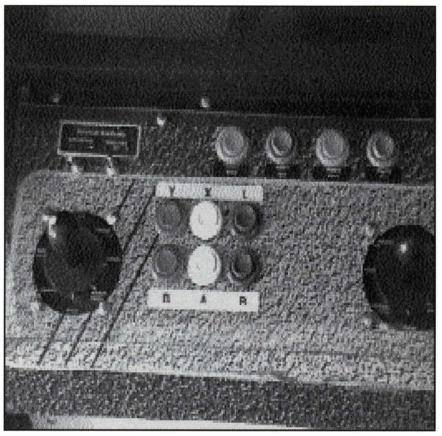


Figure 3

4. Cut a piece of plywood the size of the cabinet front and cut an elongated hole for the shelf. (Refer to Fig. 2.)

5. After cutting the elongated hole then cut two groves on the bottom portion of the hole for the control pad wiring.

Cover the plywood with laminate and route out the hole for the shelf. Use a T-molding or groove cutter on the shelf hole for T-molding to be added later.

6. Build a shelf and cover the back so the cartridges can't fall inside the machine.

### Control panel

As you can see in Fig 3 I based my panel on the *Street Fighter* button con-

Figure 4

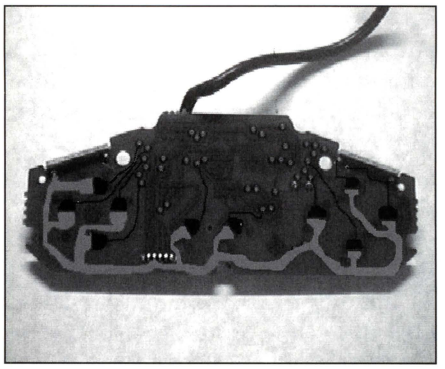


Figure 5

figuration. But instead of denoting the punches and kicks, each button is marked with the appropriate X, Y, L, A, B, and R. Along with the two start buttons at the top you will need to add two more for the Select buttons. If you use control pads with Auto Fire or Turbo switches, you can also wire toggle switches into the control panel.

### Wiring buttons

I have found that the easiest way to wire the buttons to the control deck is to buy replacement control pads which can be bought for around $10 each. (See Fig. 4.) Disassemble the control pad, and solder wires to the contact points on the control pads PC Board. (See Fig. 5.)

The gray traces shown in Fig 4 denote the ground loop and the black traces denote the individual wire outputs. Depending on the control pad you use, you may have to expose the trace in order for the solder to adhere.

Run the control pad wires under the shelf and place in the groves that you cut in the plywood. Install the T-molding into the shelf hole in the plywood then screw the plywood to the cabinet with screws from the inside.

### Wiring the control deck to the cabinet

Munday Enterprises makes a four-foot cable that plugs into the back of the control deck. The cables sell for $35. (See Fig. 6.) It shows the pin out of the control deck and the wire colors for the four-foot cable. Pins 1,2,4, and 6 are the RGB and ground. Pin 3 is the composite sync.

The only thing left to wire is the audio. The audio coming from the con-

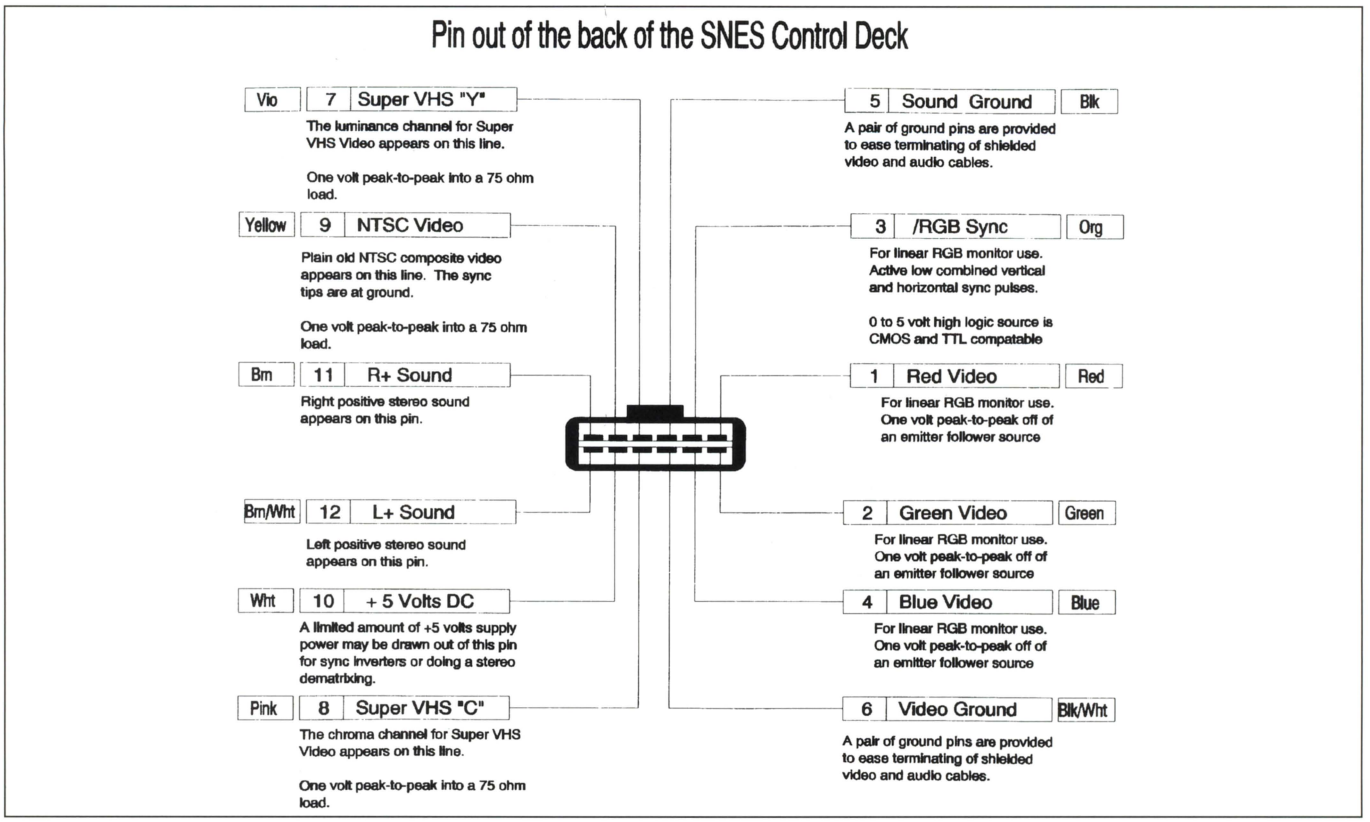

Pin out of the back of the SNES Control Deck
Vio
7 Super VHS "Y"
The luminance channel for Super VHS Video appears on this line.
One volt peak-to-peak into a 75 ohm load.
Yellow
9 NTSC Video
Plain old NTSC composite video appears on this line. The sync tips are at ground.
One volt peak-to-peak into a 75 ohm load.
Brn
11 R+ Sound
Right positive stereo sound appears on this pin.
Brn/Wht
12 L+ Sound
Left positive stereo sound appears on this pin.
Wht
10 + 5 Volts DC
A limited amount of +5 volts supply power may be drawn out of this pin for sync inverters or doing a stereo dematrixing.
Pink
8 Super VHS "C"
The chroma channel for Super VHS Video appears on this line.
One volt peak-to-peak into a 75 ohm load.
5 Sound Ground
Blk
A pair of ground pins are provided to ease terminating of shielded video and audio cables.
3 /RGB Sync
Org
For linear RGB monitor use. Active low combined vertical and horizontal sync pulses.
0 to 5 volt high logic source is CMOS and TTL compatable
1 Red Video
Red
For linear RGB monitor use. One volt peak-to-peak off of an emitter follower source
2 Green Video
Green
For linear RGB monitor use. One volt peak-to-peak off of an emitter follower source
4 Blue Video
Blue
For linear RGB monitor use. One volt peak-to-peak off of an emitter follower source
6 Video Ground
Blk/Wht
A pair of ground pins are provided to ease terminating of shielded video and audio cables.

**Figure 6**

trol deck is not amplified so you will have to hook up a small audio amp, which you can get at any Radio Shack. Run the volume control from the audio amp to the control deck shelf or the control panel and hook up the audio wires from the cable to the audio amp.

Pin 11 is the audio right and pin 12 is the audio left. Pin 5 is the audio ground and is shared by both left and right audio outputs.

### Header marquee

Last but not least is the header marquee. The marquee I used is a generic marquee that came with vinyl letters. I made the marquee read "SNES Arcade System."

We have been selling our conversions for $695 without the control deck and $895 with the control deck. If you use a cabinet with a 25-inch monitor, I suggest you sell it for more.

If you would like to order a cable, contact Munday Enterprises at 9161 West Susan St., Boise, ID 83704.

Or you can find me at ACME '96 in the Kemac booth showing off our software program, Coin Slots for Windows; I will have a few cables with me.

Once again, if you have any comments or questions about this or any other article. I can be reached by fax at (208) 376-6372 or by e-mail at BATLE TEC@AOL.COM ▲

*Editor's note: Larry told us that he will be getting married while in Orlando. He and his bride-to-be are planning a fairy tale wedding at Walt Disney World on Sunday, March 10. He invited readers to stop by the booth to either wish him luck or talk him out of it!*

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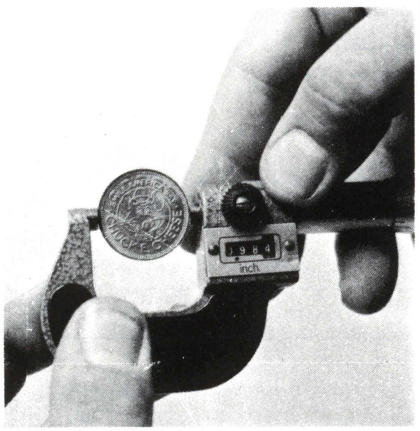

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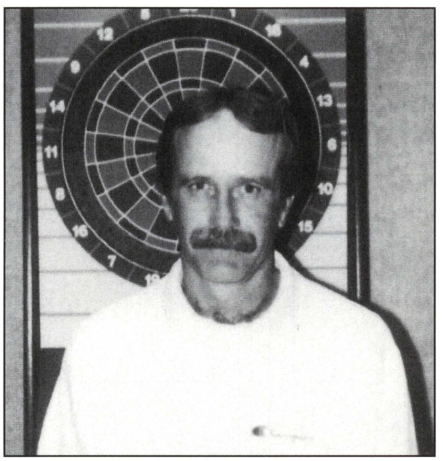
# 10th annual Valley Gold kicks off in the Midwest



Todd Greenwood was the men's winner when Valley held a qualifier tournament in Dickinson, N.D.

The upper Midwest states of Iowa and North Dakota led the way into the 1996 Valley Gold tournament season that will lead to the North American Championships in Las Vegas, July 11-13.

During the months preceding the finale, thousands of darters will compete in hundreds of regional tournaments in virtually ever state. At stake in each event will be prize money, memento awards, and the opportunity to go to Las Vegas and vie for the Valley World Cup. There, the winners will qualify for places on Team USA, which travels to Europe in the fall for international competition.

Here's a look at the two inaugural tournaments:

### Iowa

The Bankshot Restaurant and Lounge in Fort Dodge was the scene of competition where 123 men and women came in hopes of earning spots in the finals. When it was over, six players—three men and three women—were ready to head West. Pat Moore, Mark Brown, and Allan Pickett stood at the head of the men's competition, while Shelly Treloar, Gail Richman, and Michele Pickett were the women's winners.

Amuse-O-Matic, also located in Fort Dodge, sponsored the tournament. The 32 Valley *Cougar Darts* machines for the tournament were supplied by Moss Distributing of Des Moines.

### North Dakota

A pair of excited dart players, Todd Greenwood and Lori Vanderwal, walked away winners from the qualifying tournament, taking their first steps toward the finals.

Prevailing in the women's category in Dickinson, N.D. was Lori Vanderwal.

The event was held at the Spur Bar in Dickinson. A total of 38 men and women competed in men's and women's singles and 301 Cricket. Awards included prize money of $380. Drawings were also held to determine winners of other prizes.

Lady Luck Vending of Dickinson sponsored the competition while Hanson Distributing of Bloomington, Minn., furnished the 10 Valley *Cougar Darts* machines. ▲

# What's New

## Killer Instinct 2, WHO dunnit?

Williams Bally/Midway presents two new attractions for operators: its newest video from Midway, *Killer Instinct 2*, and Bally's latest pinball release, *WHO dunnit?*

*Killer Instinct 2* is being manufactured under a license arrangement between Midway, Nintendo, and Rare, the same team that produced the original video *Killer Instinct.*

The new game gives players more depth of game play, more graphics, new background visuals, more characters, and millions of combination moves. Featured among the cast of new characters are two females: Kim Wu, a martial arts expert who brandishes nunchucks, and Maya, a barefoot jungle fighter with an expertise in knives. Original characters also included in the game are TJ Combo, Spinal, Glacius, Fulgore, Sabrewulf, B. Orchid, and Jago.

In addition to the new characters and moves, *Killer Instinct 2* also features a Power Up Bar, which awards the more aggressive player regardless of the level of their energy bar. When a player's Power Up Bar reaches a certain level, they are able to use special moves.

From Bally, *WHO dunnit?* pays homage to the classic murder mysteries of a bygone era; the game gives players a chance to try their hand at solving a series of imaginatively conceived crimes.

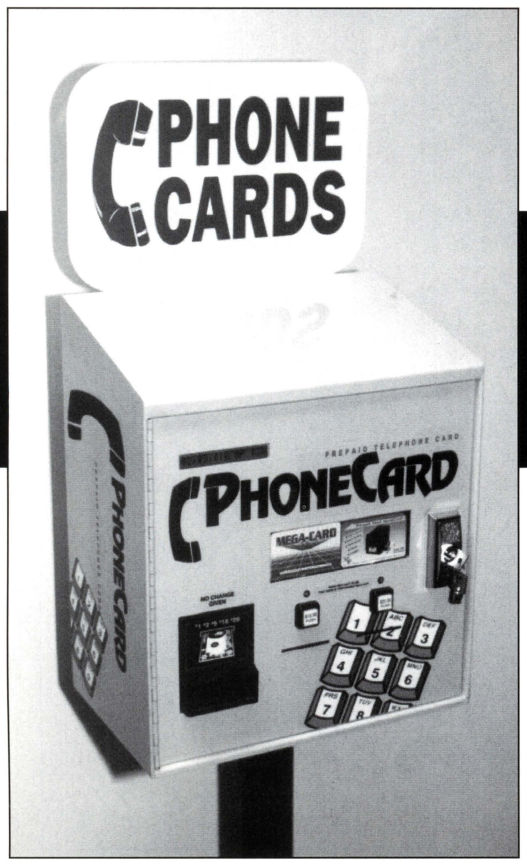
In *WHO dunnit?* players find themselves in the midst of what can be one of 20 different scenarios that begins the action and sets up the plot line. From this starting point, the objectives are simple—to gather as many clues as possible and interrogate each suspect to learn of their motives or even their alibis. Integral to the original storyline concept is a balanced playfield layout that brings the casino setting, Tony's Palace, to life complete with a center target bank and scoop that controls the casino's elevator and determines whether the player exits on one of the 11 floors or goes up or down depending on where the ball travels.

Each floor offers its own rewards such as multiball play in the basement, a chance to play roulette and wager millions of points when exiting from the main floor, the fast-paced seventh floor elevator madness, and the frenzied high scoring penthouse party taking place just below the roof. Other features include a telephone drop hole and a high stakes slot machine under the middle of the playfield.

Designed to appeal to pinball's universal audience of players, *WHO dunnit?* combines the wonders of a DCS Sound System with a well-crafted script of speech, outstanding sound effects, and an exceptional score of classic and original music. The game also provides a dynamic new feature that allows players to select their own skill level, expert or novice.

For more information, or distributor referral, contact Williams Bally/Midway, 3401 N. California Ave., Chicago, IL 60618; (312) 961-1000; fax (312) 961-1060.

# What's New




## Prepaid Phone Card Dispensing Machines

New from XCP Inc. are the models *5001, 5002,* and *5004* Series Prepaid Phone Card Dispensing Machines to meet the demands of the new prepaid phone debit card route vending market.

The *Model 5001* single column phone card dispenser uses the new model 100 XCP phone card dispenser and the Dixie Narco DBA3 bill acceptor with 250-note stacker. A total card sales electromechanical counter is standard on the tabletop dispenser, which measures 8" wide x 8" deep x 11-1/2" high.

*Model 5002* features two card dispensers, and the 5004 has four card dispensers. Both models have backlit LCD, push-button selection of the chosen phone card vend prices from $1-$99; standard RS232 output for an optional modem or printer; and a 600-bill stacker. They accept $1, $2, $5, $10, and $20 bills, and can be equipped with an optional foreign bank note acceptor.

The *5004* can be configured to dispense cards and also make change from the same machine, and a Magtek credit card reader can be added in tandem with the note acceptor to provide a mini ATM/changemaker and phone card dispenser all in one machine.

Cards can be purchased in denominations of $10 for 30 minutes and $20 for an hour of time nationwide from a large number of phone air time reseller vendors such as AT&T, MCI, Sprint, and hundreds of independent suppliers.

For more information, or distributor referral, contact XCP Inc., 7212 U.S. 19, Suite 6, New Port Richey, FL 34652; (813) 841-6630; fax (813) 845-3640.

## Super 9

From the European continent comes a new bowling game, *Super 9*, by Erwo d.o.o. that puts players' dexterity to the test, rewarding those who have mastered the game with free plays.

Players are challenged to pull and release a handle that launches a ball in an attempt to hit all nine of the game's skittles. Players that manage to hit all nine receive the next game free, and those that still have balls left when they hit all nine can try to hit the running skittle and get five free games.

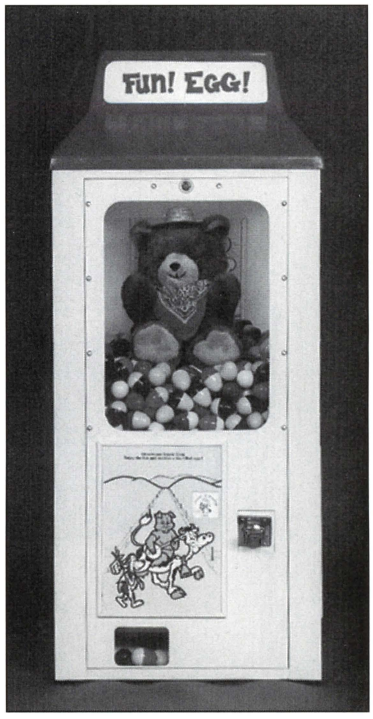
Modern microprocessor electronics built into the game allow a multitude of interesting combinations that also give a new charm to the game. Additionally, the machine is easy to install and can be placed on a bar, wall, shelf, or stand.

For more information, or distributor referral, contact Erwo d.o.o., Croatia, 10000 Zagreb, Prilesje 40; ++ 385 1/240-064; fax ++ 385 1/240-065.

## Farmer Bear

NET introduces the latest addition to its line of egg vending machines, *Farmer Bear*, which vends product while delivering an educational message.

Just pop in the coin and Farmer Bear talks and spins in a circle. Following the show an egg with prize is dispensed. Farmer Bear comes with a standard message telling kids to always wear their seatbelt when riding in a car. He can also be programmed to speak your customized message.



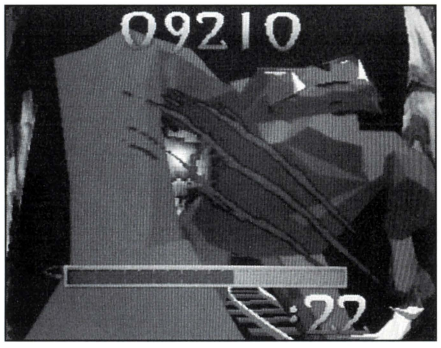

A conversion kit is also being offered for operators who currently own a *Fun Chicken* machine.

For more information, or distributor referral, contact National Entertainment Technologies, P.O. Box 648, Marshfield, MO 65706; (417) 468-2900 or (800) 458-4116; fax (417) 859-2004.

## Ghost Train

Virtuality launches a new game for its Series 2000 SD (sit-down) console, *Ghost Train*, a white knuckle ride in which players frantically try to escape from the dank depths of the underworld on a roller coaster of terror.

The game is an all-action, high-speed ride on a clattering mine cart as it roars through the eerie darkness. And this time, Virtuality has fitted Bass Shakers to the Series SD console so that players feel every nerve-tingling, lurching bump and jolt from the rails on the headlong race to the safety of the upper world.




On the journey into the chasm, players are attacked by gruesome monsters and skeletons hurling rocks. But with quick reactions, there is a chance to blast a way through. Hidden power ups and speed ups help to rush players through the dangers. *Ghost Train* has six levels of difficulty, each more testing than the last. But if a player reaches the end of the level in good time, that extra time in the bank will come in handy later in the game.

For more information, or distributor referral, contact Virtuality Entertainment, 7801 Mesquite Bend Dr. #105, Irving, TX; (214) 556-1800; fax (214) 556-1890.

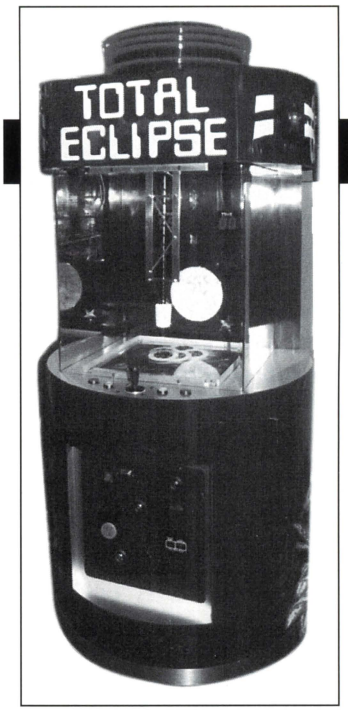
## Speedster II

America's Carousel Intl. releases its new video ride, *Speedster II*, a fully interactive kiddie ride that takes the driver through the countryside.

Drivers will pass cows that moo, chickens that chirp, and maybe even a slick road or two as they enjoy the ride.

The ride has a steel fabricated chassis, all bearing movement, gel-coated fiberglass body, high-security giant coin box, and a full one year warranty.

For more information, or distributor referral, contact Carousel Intl. Corp., P.O. Box 307, Eldon, MO; (573) 392-7122 or (800) 325-3353; fax (314) 392-7125.




## Total Eclipse

Bob's Space Racers adds another redemption game to its product lineup with *Total Eclipse*, a unit designed to appeal to the entire family.

The playfield is dominated by a sun with light coming from it. Players must cover the sun and block out the light by carefully moving star disks via joystick controls. High scores are rewarded with tickets, either during a round of individual play or in competition with another player.

Features include accumulative score display, adjustable ticket payout, adjustable game time, adjustable coins per game, and digital sound. The game is simple to play but quite challenging.

For more information, or distributor referral, contact Bob's Space Racers Inc., 427 15th St., Daytona Beach, FL 32117; (904) 677-0761; fax (904) 677-0794.

## Safari Open Top Jeep

Mitchells of England introduces the *Safari Open Top Jeep*, a new version of the company's popular *4-Track* off-road vehicle kiddie ride.

The *Safari Open Top Jeep* is accented with classic zebra stripes and features realistic animal sound effects and a rolling road screen (a hallmark in Mitchells' rides).

Other features include twin seats and steering wheels, card or ticket dispenser option, self-colored fiberglass for durability, and multicoin acceptance.

The *4-Track* style has proven so successful that Mitchells plans to bring out two new models: *Police* and *Forest Ranger.*

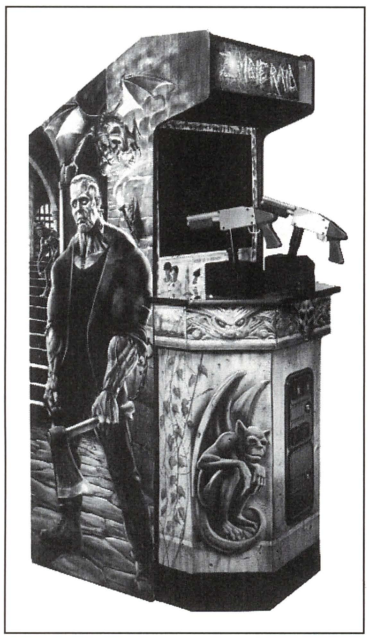
For more information, or distributor referral, contact Mitchells Children's Rides, Heath Road, Skegness, Lincolnshire PE25 3SU; +44 (0) 1754 767373; fax +44 (0) 1754 610066.

# What's New

## Zombie Raid Kit

American Sammy announces the release of its video gun game *Zombie Raid* in kit form.

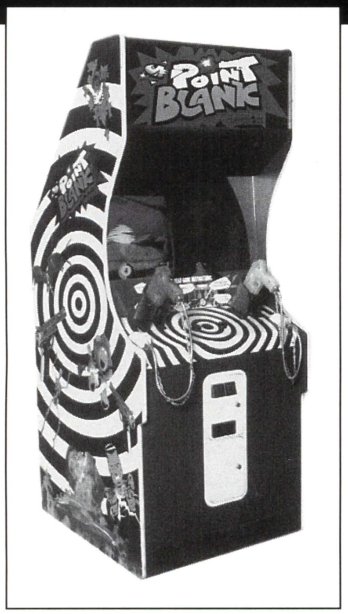
Two versions of *Zombie Raid* are available: an A-Kit that includes PCB, solenoid coil interface board, interconnect board, push-button assembly, interconnect harness, instruction decal sheet, marquee styrene, conversion instructions, clear Lexan control panel cover, control panel overlay and two guns. The B-Kit has all the same components except the guns.




Conversions can be done on location in less than two hours. Games that lend themselves to a *Zombie Raid* conversion include *Beast Buster, Mechanized Attack, Operation Thunderbolt, Operation Wolf 3, Revolution-X, Space Gun, Steel Gunner,* and *Terminator 2.*

For more information, or distributor referral, contact American Sammy Corp., 901 Cambridge Drive, Elk Grove Village, IL 60007; (708) 364-9787; fax (708) 364-9831.

## Point Blank Kit




Namco America is now offering its *Point Blank* gun game as a kit complete with PCB, two gun assemblies, two holsters, decals, harness, marquee, and 24-volt power supply.

*Point Blank* won the 1995 Best Performing Conversion Video Game award by Leisure Line. The game features an advanced algorithm-sensing PCB which enhances the precision of each shot fired to create the most accurate hits. The .45 caliber-type gun has a realistic blow-back action that delivers tactile feedback.

*Point Blank* is a high-action, non-violent game; targets include apples, balls, cars, piranhas, treasure chests, and UFOs, among other objects. Players can choose from over 50 different competitive events.

For more information, or distributor referral, contact the Namco America Inc. sales office, 877 Supreme Drive, Bensenville, IL 60106; (708) 238-2248; fax (708) 238-9333.

## Cut the Cheese

Sega Pinball debuts a coin drop game with an unusual name, *Cut the Cheese,* and a playfield to match. Players must direct their coins toward a motorized open potty to win tickets for successful hits.

Features include a large dot-matrix display, operator-adjustable BSMT sound, oversized ticket magazine, player-controlled shaker motor, and operator-adjustable progressive jackpot. The game utilizes the Sega Pinball hardware system and has accessible PCBs mounted to the back service access door.

The game is housed in a white cabinet with bright blue, red, orange, and yellow graphics depicting mice, cheese, and bathroom accessories. Dimensions are 22" wide x 47" long x 60" high.

For more information, or distributor referral, contact Sega Pinball Inc., 1990 Janice Ave., Melrose Park, IL 60160; (708) 345-7700; fax (708) 345-7718.

## Gum Pumper

Snack Masters Intl. introduces a line of old-time gaspump-inspired gumball machines under the name *Gum Pumper.*

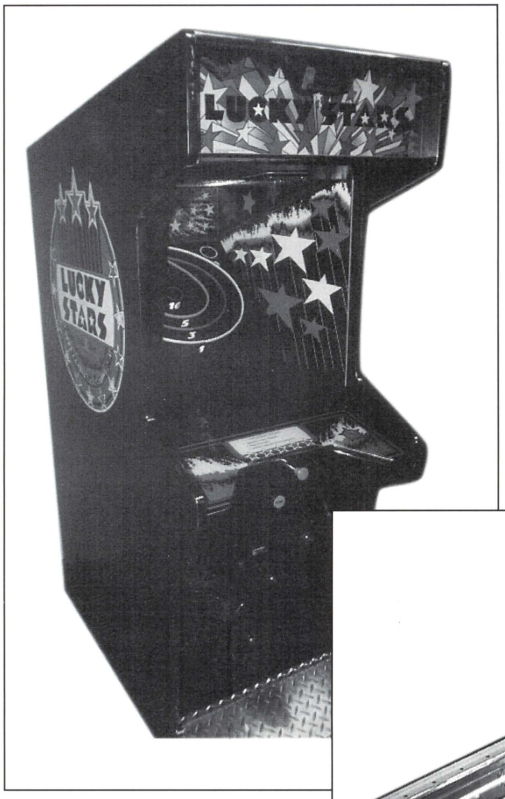
Available in a choice of green, yellow, white, and red, the *Gum Pumper* recalls days gone by and familiar gas station names such as Sinclair, Shell, Texaco, and Citgo. The famous Route 66 sign also is emblazoned on one of the models.

*Gum Pumper* holds approximately 2,200 gumballs. It has a weighted base, acrylic tube main body, and pull-out cash box. It stands 84" high and weighs 40 lbs.

Nostalgia buffs and themed locations are ideal spots for the machine, which stands out due to its height and colorful decals. To add even more appeal to the gum machine, the company is in the process of acquiring licenses from NBA, NFL, NHL, and Major League baseball authorizing the sale of the *Gum Pumper* with team logos and colors.

For more information, or distributor referral, contact Snack Masters Intl., 6995 W. Calavar, Peoria, AZ 85381; (602) 968-3128; fax (602) 486-0806.

# Lucky Stars, Round 'N Round, Shot Clock 2



Phoenix Games brings a trio of one-player skill redemption units to the marketplace with *Lucky Stars*, a classic target shooting game; *Round 'N Round*, a ball spinning game; and *Shot Clock 2,* a follow-up to the original *Shot Clock 21* sports game.

*Lucky Stars* asks players to pull a plunger to propel a ball onto target holes of varying values. The object is to gain a high score and win tickets. Features include solid-plywood construction cabinet, six-month factory warranty, four-channel sound, operator-adjustable scoring and ticket payout, and a black light illuminated playfield. The game can be adapted to vend a capsule or be fitted with a custom printer coupon dispenser. Dimensions are 25" wide x 44" long x 71" high.

*Round 'N Round* offers a ticket win that can top out at 999! Play centers around a spinning wheel and a ball that travels the turntable until the player presses an illuminated button to stop the action. Tickets are awarded according to where the ball stops. Ticket values are displayed on the playfield as well as on LEDs. Neon lighting adds to the game appeal, along with a winner light and a winner-every-play feature. The game carries a 180-day warranty. Dimensions are 39" wide x 48" deep x 31" high.

*Shot Clock 2* improves upon its predecessor with a new ball handling system, new cabinet construction, and new electronics and sound effects. Players shoot balls toward the basket at the end of the playfield to score the most points in the allotted time to win a capsule or sports ball dispensed directly from the machine (a self-contained redemption unit). It can be ordered with ticket, prize, and trading card dispenser or a combination of all three. Dimensions are 28" wide x 44" deep x 77" high.

For more information, or distributor referral, contact Phoenix Games & Amusements, 1723 W. Fourth St., Tempe, AZ 85281; (602) 894-8622; fax (602) 894-8624.

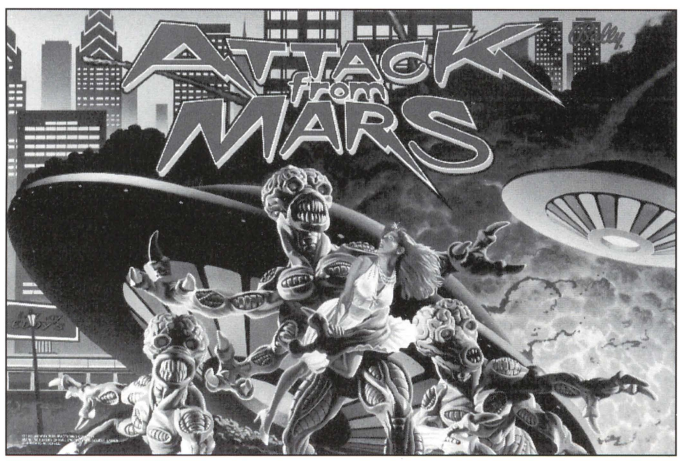
## Attack from Mars, Congo

Williams Bally/Midway presents a double-header in the pinball category with *Attack from Mars* under the Bally name and *Congo* under the Williams name.

*Attack from Mars* captures the renewed interest in science fiction which has its roots in flying saucer/alien attack movies that were common in the '50s. The game playfield even features green martians and a flying saucer. Following the Bally tradition, humorous touches are generously sprinkled throughout the game.

There are four main shots which form the basis for all game play and rules. Here is the scenario: five different areas of the world are under attack. The player must focus on one area at a time: England, France, Germany, Italy, or the United States. A three-bank forcefield in the center of the playfield guards the alien saucer. When all three targets in the forcefield are hit, the saucer becomes vulnerable to attack. If the player hits the saucer often enough when the forcefield is down, the saucer will be destroyed and the area under attack will be saved.

If the player hits spots to spell M-A-R-T-I-A-N, the green martians on the field start jumping. Hit all of them at that time and activate two-ball multiball.




*Congo* is the result of Williams' designers collaborating with Hollywood special effects artists and actors to bring Michael Crichton's best-selling book and subsequent big-screen movie to the pinball world.

Players must navigate their way through the Congo, encountering the same objectives and obstacles depicted in the movie: gray gorillas, threatening volcanos, and elusive diamond mines.

The gray gorilla sculpture on the lower playfield was created by special effects master Stan Winston. Two of the movie's stars, Tim Curry and Ernie Hudson, recorded original custom speech, as did Shayna Fox (the voice of Amy the gorilla).

Game play includes Amy, the friendly gorilla with the virtual reality glove. Players who spell A-M-Y have a chance to shoot the Superscore feature. Players able to hit the right shots to light the G-R-A-Y feature can switch play to a lower playfield and do batle with the ferocious gray gorilla.

Completing the "we are watching you" feature activates a mini video game in the dot-matrix display. Players can use the flipper buttons to control a raft down a river, avoiding hippos and rocks while trying to collect diamonds.

After a player locks three balls in the volcano, the volcano erupts three balls back onto the playfield for the one multiball feature of the game.

For more information, or distributor referral, contact Williams Bally/Midway, 3401 N. California Ave., Chicago, IL 60618; (312) 961-1000; fax 312) 961-1060.

## Redemption Center Management System

Ideal Software takes the guesswork out of redemption center management with a new software system that provides solutions for every security and accuracy requirement.

The Ideal Redemption Center Management System features a Redemption Module that is a point-of-sale system that tracks tickets and manages inventory. Here's how it works: tickets are fed into a ticket eater that automatically counts them, or they can be weighed and entered with the keyboard. The count is electronically fed into the computer and tickets can be redeemed at that time or held in an account for later.

Saving tickets allows deferring the cost of buying inventory and planning promotions based on customer account balances. When prizes are redeemed, the bar code on the prize is scanned and the item is automatically deducted from current inventory. Reports are instantly available to management, a valuable point for remote locations.

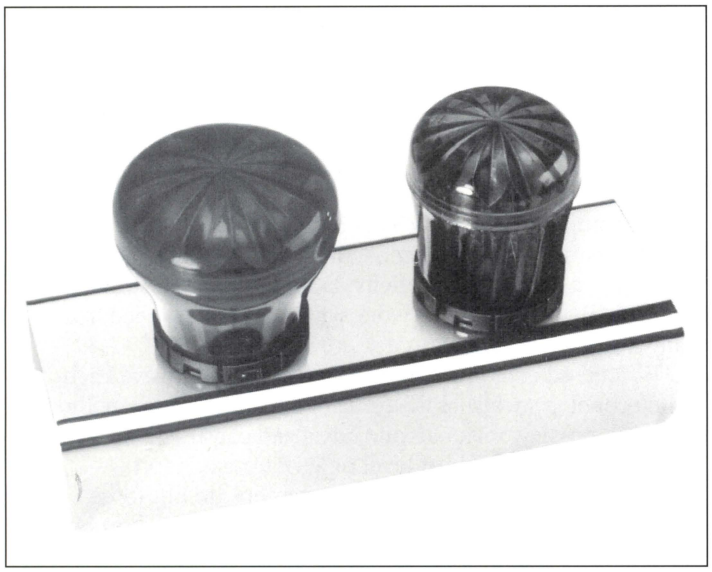
The Ideal system maintains a data base of all regular customers with addresses and birthdays (automatically entered when they open an account at the redemption counter to store ticket balances). With this system in place customers tend to save for bigger and better prizes, which means fewer small transactions and less work in inventory replacement. It also fosters customer loyalty since they are likely to return to the fun center where they have a ticket balance not yet redeemed.

An exclusive Ideal feature is the ability to handle three customer accounts on one screen, which saves customer and attendant time and patience.

For more information, contact Ideal Software Systems Inc., P.O. Box 110, 905 22nd Ave., Meridian, MS 39302; (800) 964-3325 or (601) 693-1673; fax (601) 693-1680.

# What's New

## ITW Fastex lampholder



A new lampholder manufactured by ITW Fastex and sold exclusively through American Superior Lighting offers quick, reliable installation for use in the amusement ride and marquee industry. The U.L. recognized socket is designed for use in both indoor and outdoor applications and meets National Electric Code requirements.

The two-piece lampholders mount easily into prepunched or drilled 1-1/8" diameter holes or 1-1/8" double D holes. Staging areas above the termination points on each socket allow the installer to route 12- to 18-gauge wires easily before terminating. The wire is then staked between a pair of knife-like blades to complete the electric connection.

Other features include easier bulb installation and removal and an overall lighter weight. The heat stabilized nylon socket material offers increased lubricity over metal screw shells, eliminating the need for thread lubricants and preventing corrosion or fusing to the bulb. This reduces assembly time and makes field repairs easier.

An unbreakable lens cap and body made out of U.L.-recognized GE Lexan securely snaps onto the socket base. The lens body snaps onto the base for quick assembly and provides a vibration-proof, yet free rotating lens. Lenses are available in both large and small sizes that fit on the same E-14 base socket, eliminating the need for smaller 60 volt bulbs. The lenses are available in 14 standard, translucent colors.

For more information, American Superior Lighting, 1506 Fernwood Road, P.O. Box 2220, Wintersville, OH 43952; (614) 266-2959; fax (614) 266-2953.

## AL4 bill acceptor

The new AL4 electronic bill acceptor from Mars Electronics Intl. is designed to offer high performance and enhanced security for amusement and instant lottery ticket vending applications.

Company tests have shown the AL4, which uses new sensing technology, will accept more than 95 percent of legitimate, street-quality bills while effectively recognizing cheats and frauds.

AL4 bill acceptors are available in both upstacking and downstacking configurations, and can accept $1, $2, $5, $10, and $20 inserted in either direction, face up.

The new AL4 bill acceptor is slated to replace the existing VFM4 and VFM5S bill acceptors and has the same physical dimensions so it will fit in the same size openings as the products it replaces. The new unit also maintains the same electrical interface as the VFM-S series of bill acceptors.

For more information, contact Mars Electronics Intl., 1301 Wilson Drive, West Chester, PA 19380; (610) 430-2500; fax (610) 430-2694.

## CD Labels program

AD F/X Display Systems announces its CD Labels program for Windows, which allows simple entry of CD information, i.e. CD number, title, artist, and up to 24 cuts.

All the information is then saved to a database for retrieval at any time in the future. This allows printing new labels, even years from now, with just a few clicks of the mouse button.

CD Labels formats the data to print labels for seven different types of jukeboxes: Rowe/AMi, NSM, Rock-Ola, Seeburg, Wurlitzer, and both right- and left-hand Pioneer. More types will be added as needed. In addition to printing labels, it also prints a number backplane for the Pioneer jukeboxes.

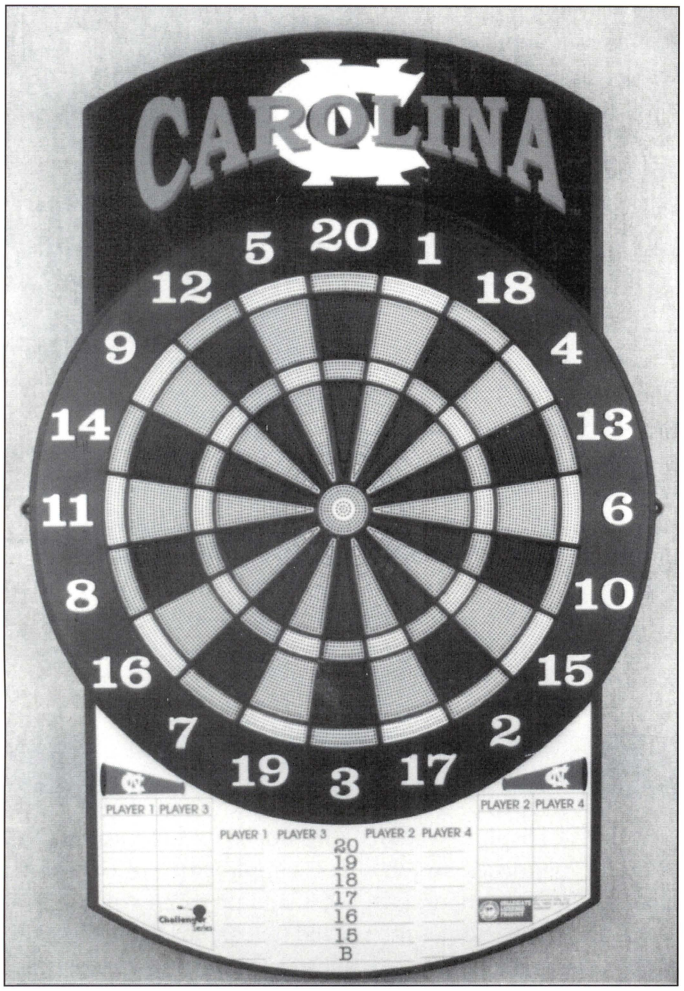
On all labels, except the NSM versions, the program prints the first two digits and last two digits (with arrows) in the top part of the label. The labels can be printed in English, French, Italian, Spanish, or a language entered by the user. In addition, the registered company name is printed at the top and bottom of the label.

CD Labels prints up to four labels per page in the largest type that will fit on the label. They can be printed on either plain paper or perforated forms available from AD F/X Display Systems. Program requirements are a computer running Windows and a printer.

For more information, contact AD F/X Display Systems, P.O. Box 21037, Brandon, Manitoba, Canada R7B 3W8; (204) 729-8956; fax (204) 729-8956.

# What's New

## Collegiate dart boards




Custom Mfg. announces the initial release of Licensed Collegiate Plastic Tipped Dart Boards. The new boards feature the college name, logos, mascots, and colors.

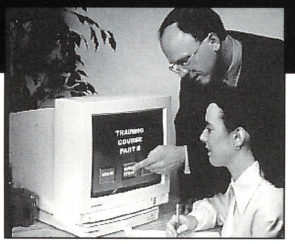
The name and/or logos are featured above the playing surface on a large display panel. The bottom display panel not only features the college but is functional for self scoring by players.

The bottom panel is an erase-a-bull scoring panel as is featured exclusively on other CMI products such as the Score-A-Bull. The target uses segments that correspond to the colors of the particular college. Those segments are flex-a-bull, yet another feature exclusive to CMI products.

The first licensed dart games include the University of Minnesota, Washington State, University of Hawaii, and the University of Syracuse. There are many more in the final licensing stage, including the University of Illinois.

For more information, contact Custom Mfg., 1248 Shappert Drive, Rockford, IL 6115; (815) 654-9876; fax (815) 654-7705.

## MicroTouch TouchMate



MicroTouch Systems announces a new version of TouchMate, the unique touch input peripheral that fits discretely beneath a computer monitor, quickly and easily making it touch sensitive.

The new TouchMate features a universal fastener which eliminates the need for a custom-designed bracket for each individual monitor. The fastener firmly affixes to any computer monitor (weighing up to 90 pounds) on top of the TouchMate platform, instantly creating a touch monitor.

Also availabile is touchscreen driver software, TouchWare, for the TouchMate product. The software allows TouchMate to work with Windows, Windows 95, Windows NT, DOS, and OS/2.

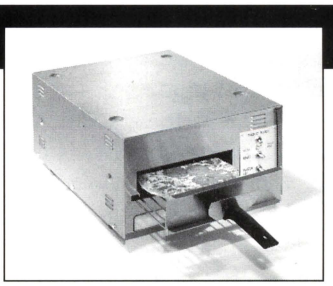
The company also introduces a new line of five-wire resistive membrane touchscreens that provide quality color transmission and light sensitivity. Dubbed TouchTek, the new resistive touchscreens work with any input device from a finger to a gloved-hand to a stylus.

The touchscreens also feature MicroTouch's exclusive HighLight technology, which is the result of a manufacturing method that combines new materials and advanced construction.

By allowing the highest level of light transmission through the screen, HighLight touchscreens do not force users to overdrive their monitor's brightness controls in order to achieve a bright image on screen. This reduces overall monitor wear and increases its life. In addition, the neutral color of the touch sensor provides a true representation of the color images on the monitor.

For more information, contact MicroTouch Systems Inc. 300 Griffin Brook Park Drive, Methuen, MA 01844; (50) 659-9000; fax (508) 659-9100.

## High-speed oven



Gold Medal presents another addition to its line of fun food equipment for preparing pretzels and pizzas, the 5610 High Speed Personal Pizza and Soft Pretzel Oven.

The oven makes soft pretzels from refrigeration in only 80 seconds and personal deep dish pizzas from refrigeration in only four minutes. The oven is capable of turning out a large quantity of baked goods.

Its modular size occupies little space, measuring 14" wide x 10-1/4" deep x 8-1/4" high, and the ovens can be stacked three high. A humidified display case can also be placed atop the oven.

The unit operates on 1,740 watts, 120 volts, and is UL and NSF listed. There is an internal safety switch to prevent overheating and a fan to cool the outer case.

For more information, contact Gold Medal Products, 2001 Dalton Ave., Cincinnati, OH 45214-2089; (513) 381-1313; fax (513) 381-1570. ▲

# TECHNICAL TRAINING FOR OPERATORS AND MECHANICS

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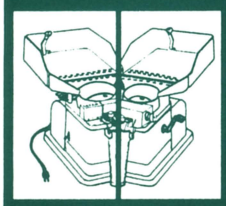

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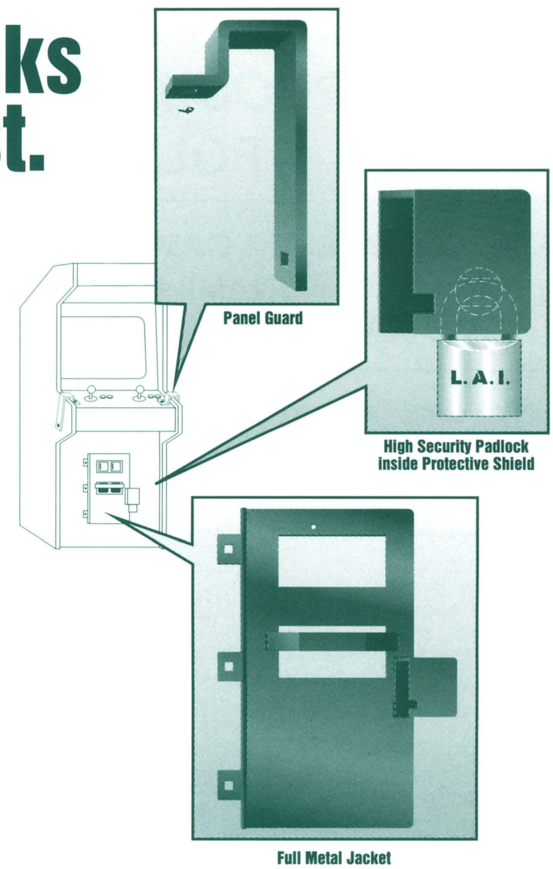


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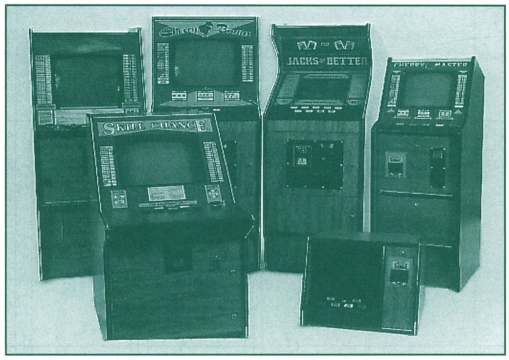

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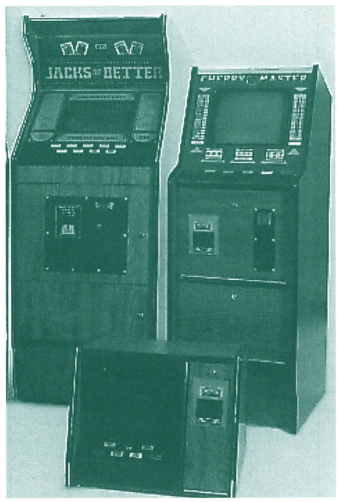

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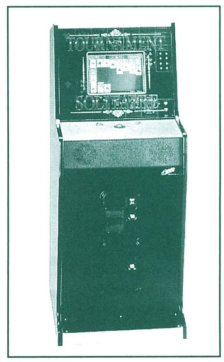

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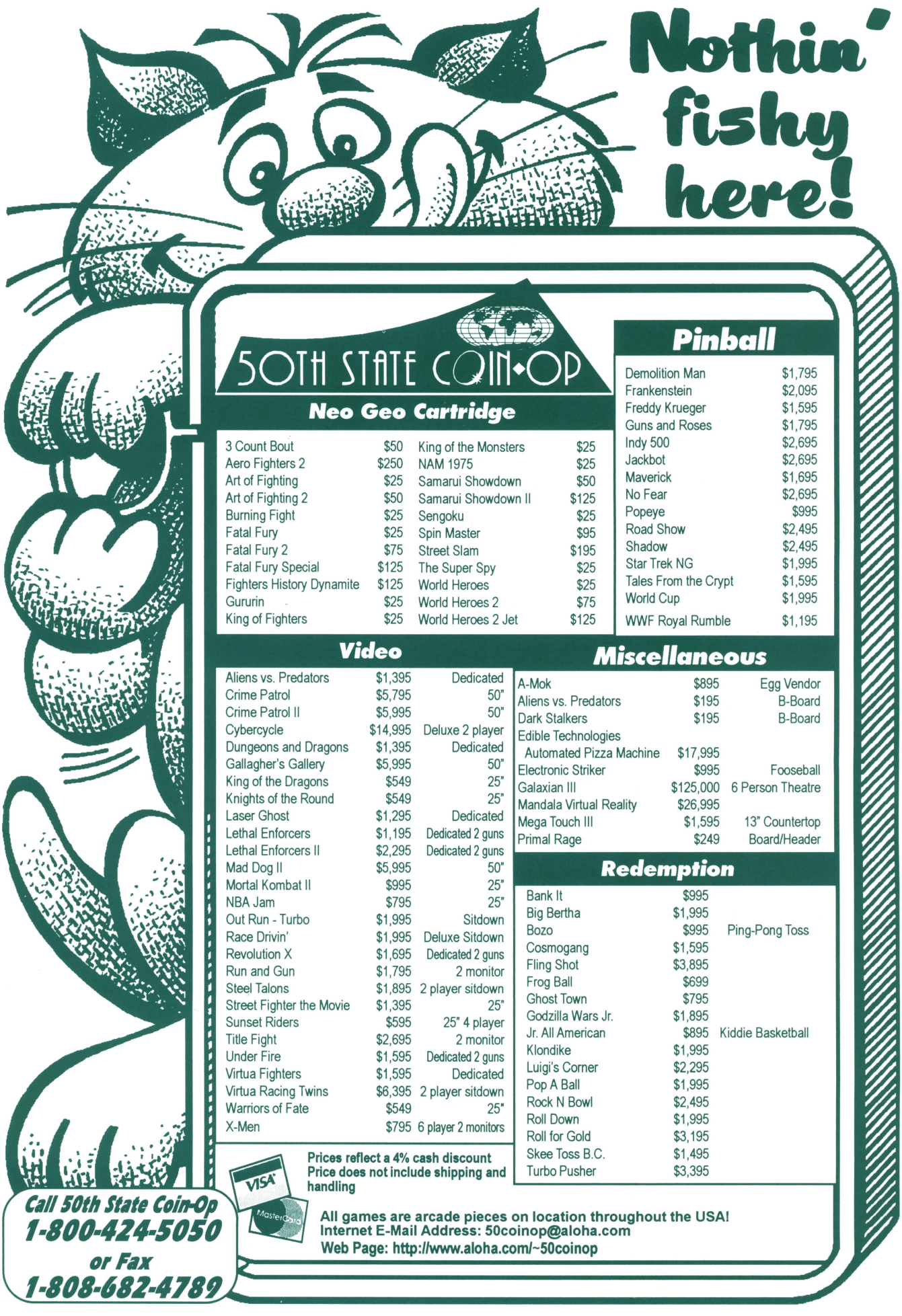


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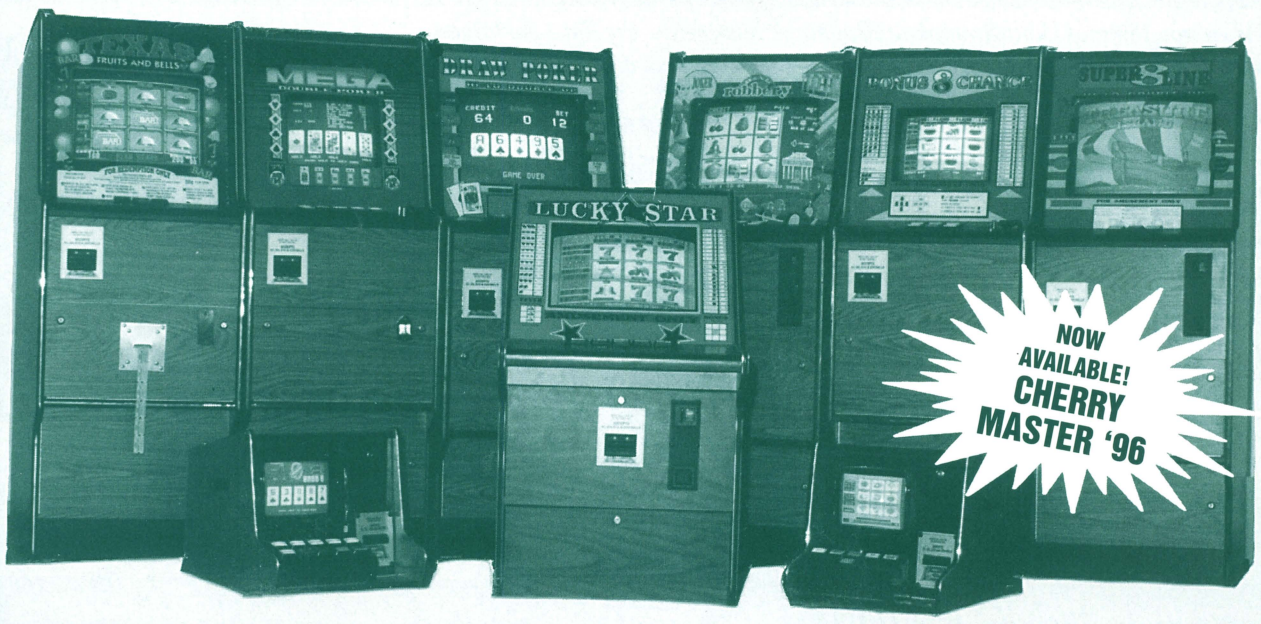


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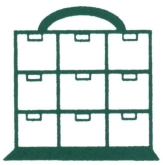

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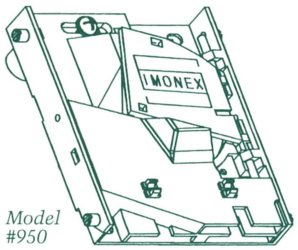


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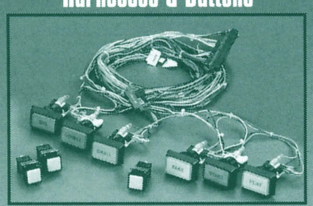

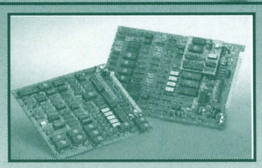

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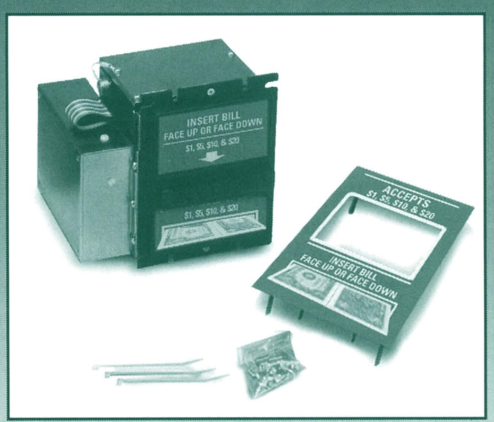


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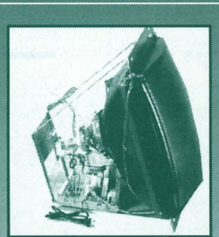

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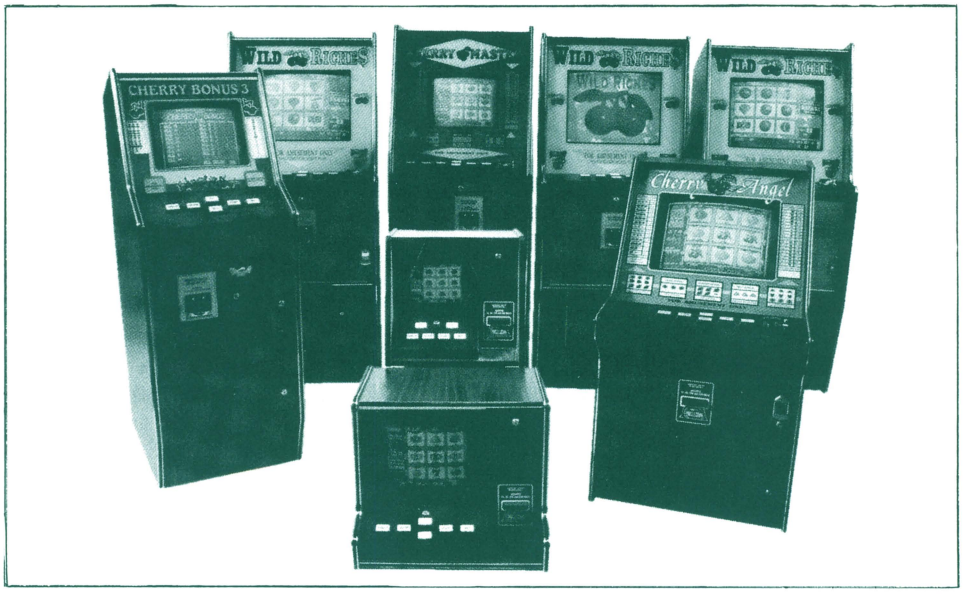


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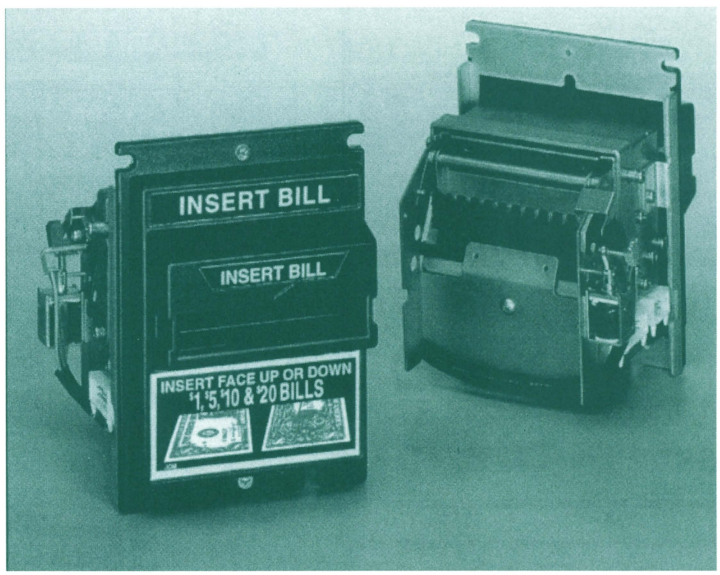


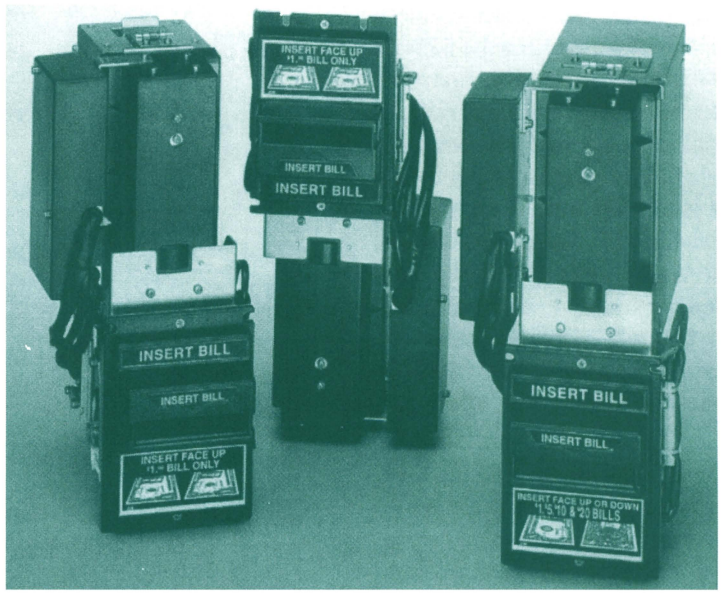


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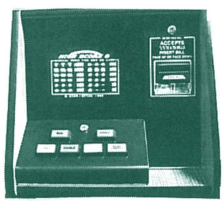

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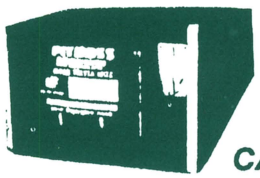

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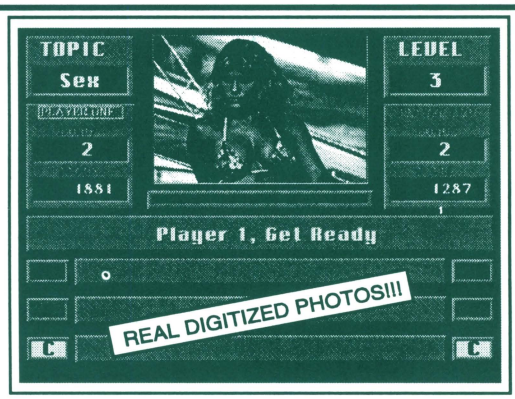


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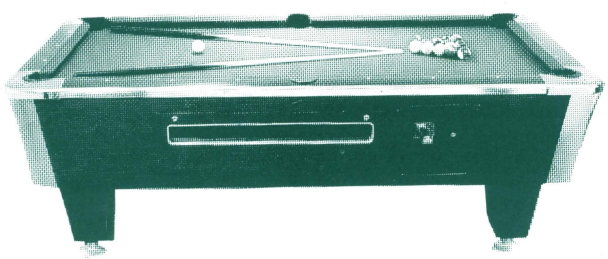

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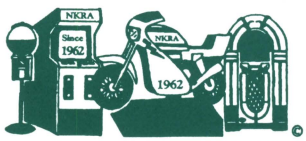


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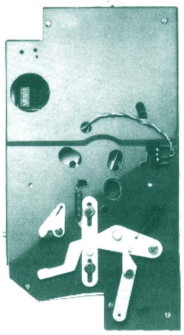

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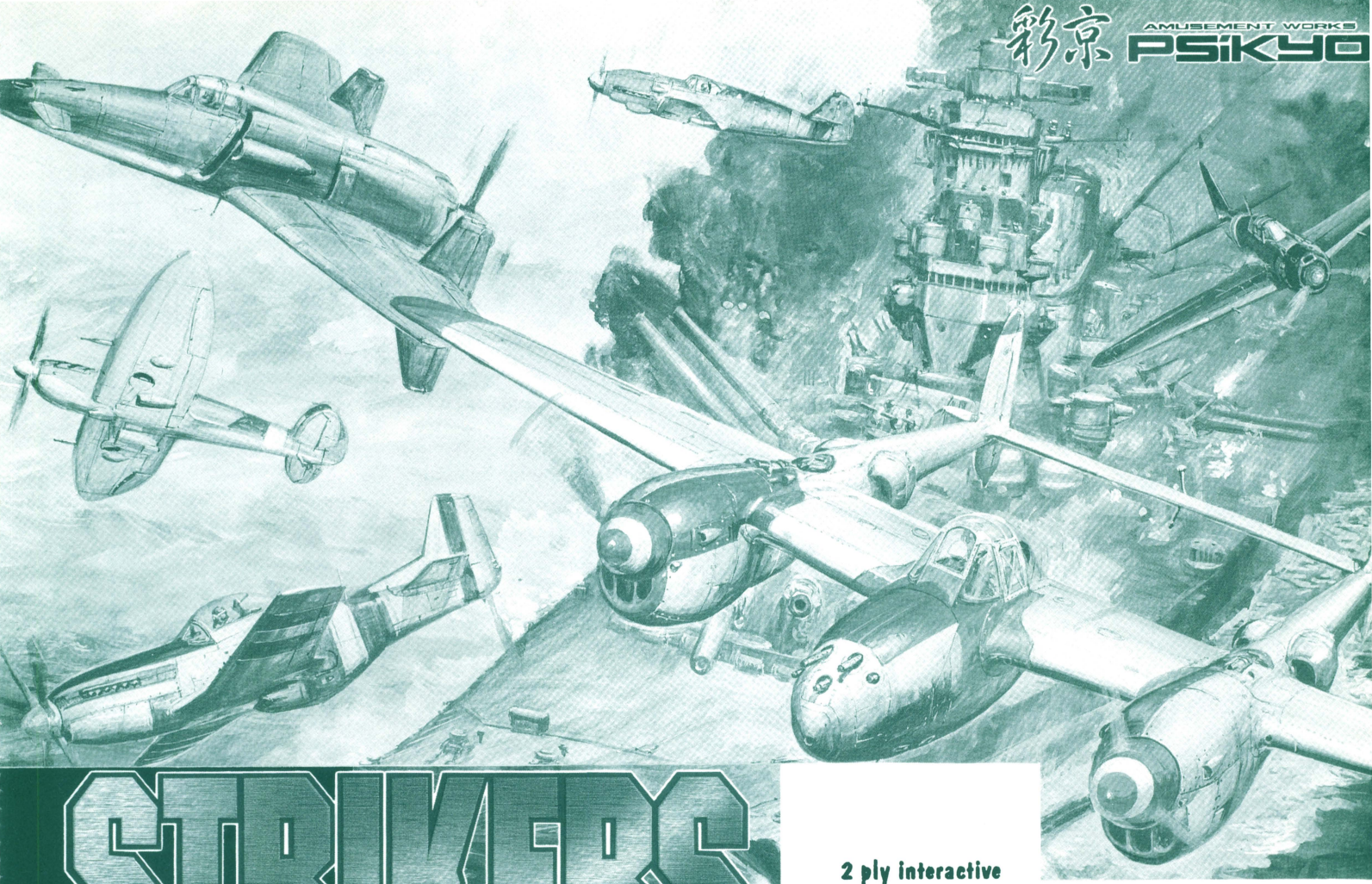


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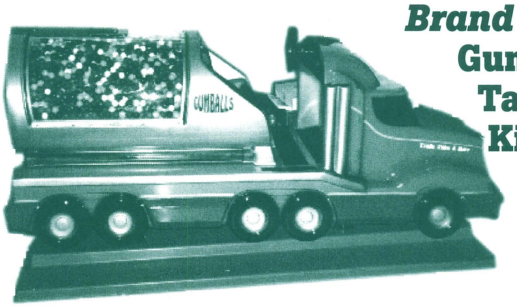


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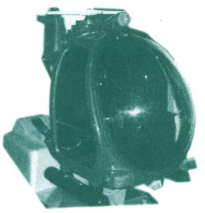

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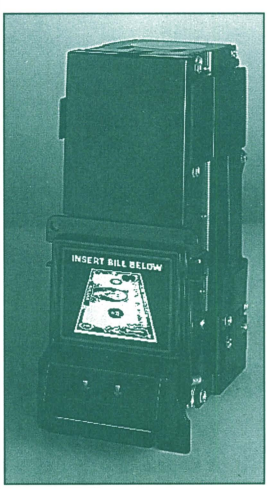


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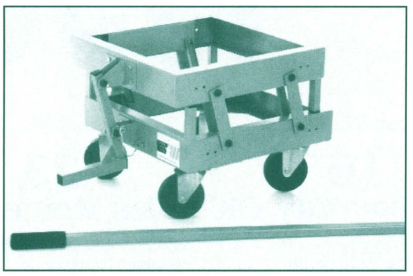

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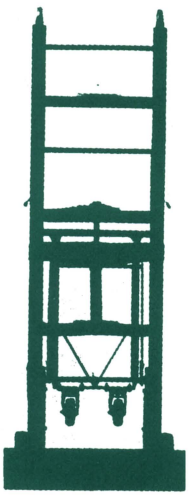

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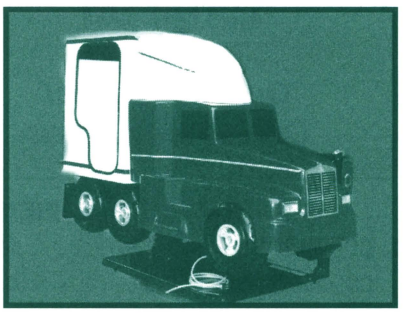

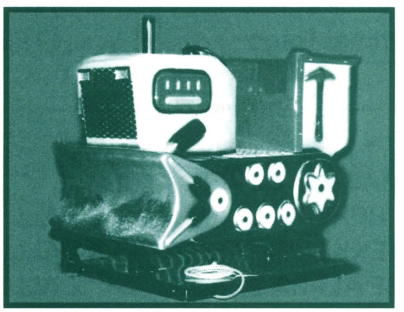

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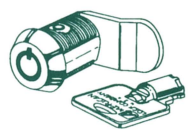

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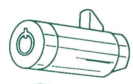

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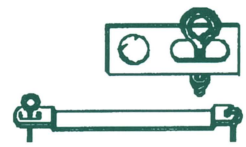

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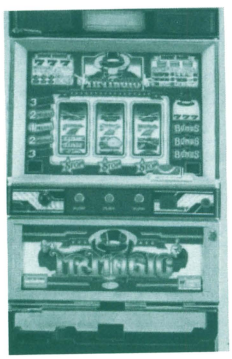

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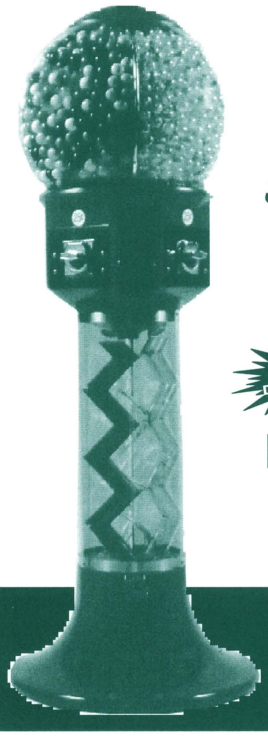

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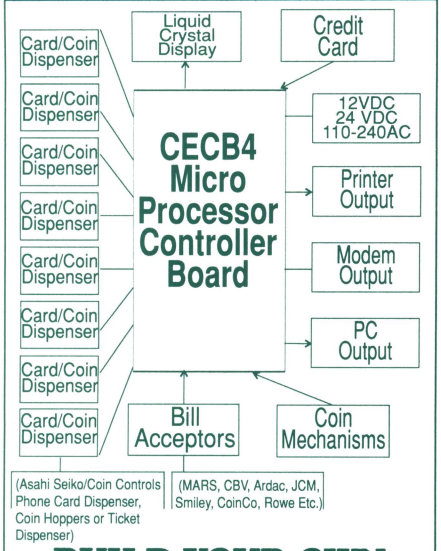


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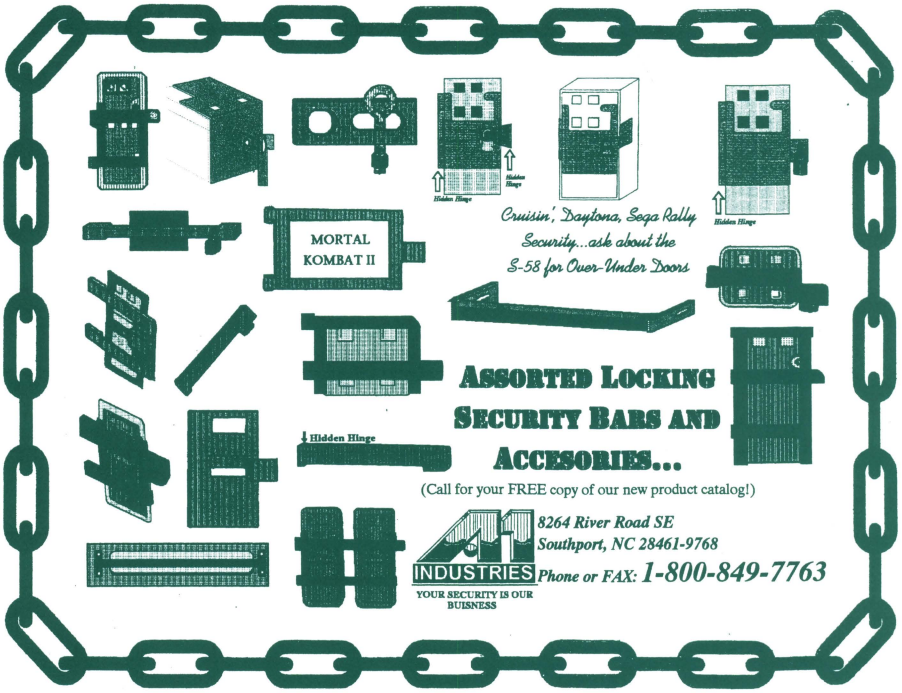
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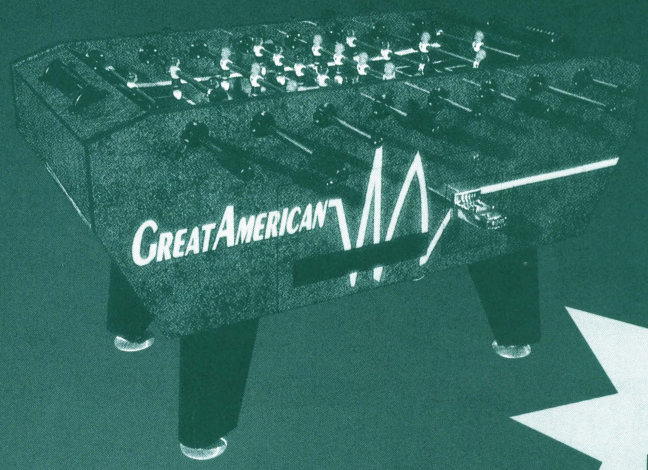


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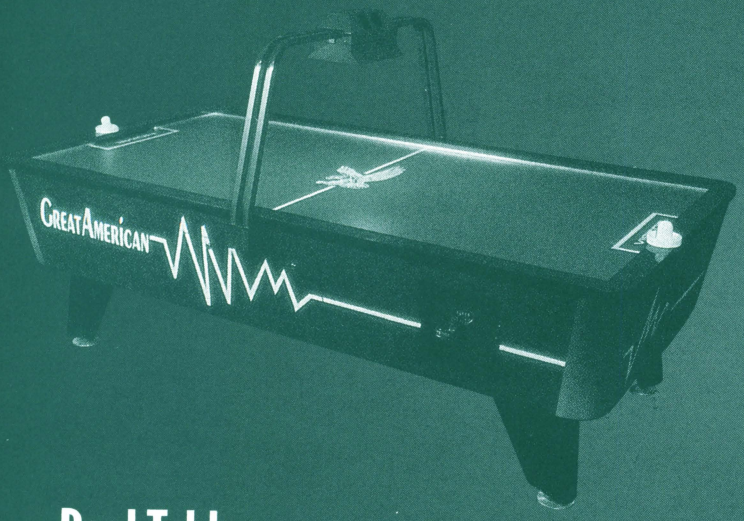


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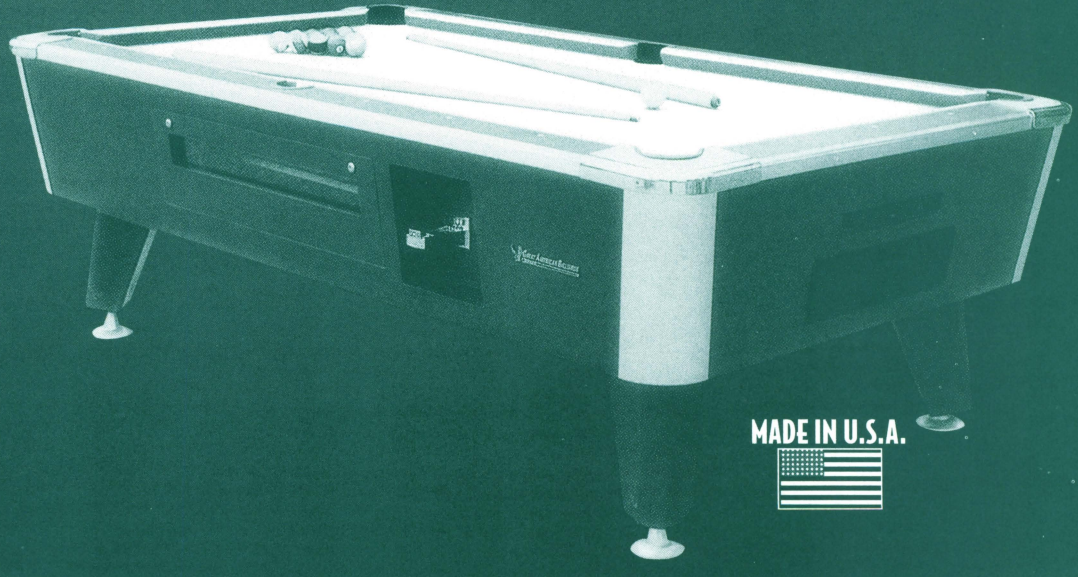

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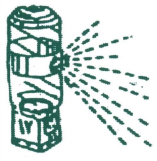

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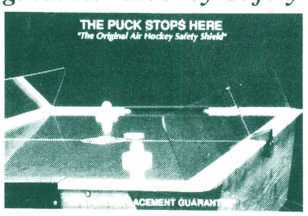


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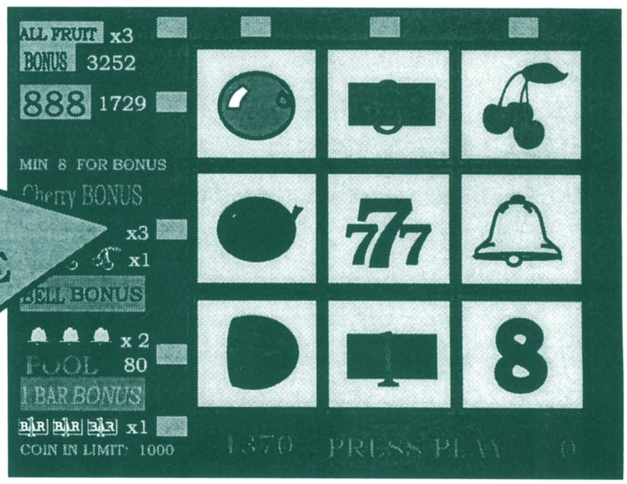


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| | 5 | 10 | "14 Tucanazos" | Los Tucanes De Tijuana |
| | 6 | 5 | "El Ejemplo" | Los Tigres Del Norte |
| | 7 | 2 | "Por Amor A Mi Pueblo" | Marco Antonio Solis Y Los Bukis |
| | 8 | 7 | "Aunque Me Duela El Alma" | Vicente Fernandez |
| | 9 | -- | "De Las Varas, Nayarit La Mera, Me" | Banda Arkangel R-15 |
| | 10 | 4 | "Camino De Amor" | Los Temerarios |
| TROPICAL/SALSA | 1 | 4 | "Magia" | Jerry Rivera |
| | 2 | 1 | "Cumbia Caliente" | Sonora Dinamita |
| | 3 | -- | "Swing Latino" | Banda Blanca |
| | 4 | 3 | "Todo A Su Tiempo" | Marc Anthony |
| | 5 | 6 | "El Hombre Merenque" | Kinito Mendez |
| | 6 | 9 | "Por Derecho Propio" | Tito Rojas |
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**April 11-13**
National Automatic Merchandising Association Western Convention and Trade Show, Anaheim Convention Center, Anaheim, Calif. Contact NAMA, (312) 346-0370; fax (312) 704-4140.

**April 18-21**
Bulk Vendors Expo, Radisson Hotel, Scottsdale, Ariz. Contact Morrie Much, (312) 621-1400.

**April 29-May 4**
AMOA-National Dart Association International Team Championships, Sahara Hotel, Las Vegas, Nev. Contact Mike Smythe, (800) 808-9884 or (317) 387-1299; fax ((317) 387-0999.

**May 2-3**
Riverboat Gaming Congress & Expo, New Orleans Convention Center, New Orleans, La. Contact Alan Liebensohn, (212) 594-4120; fax (212) 714-0514.

**May 24-June 1**
16th Valley National Eight-Ball League Association International Championships, Riviera Hotel & Casino, Las Vegas, Nev. Contact Gregg Elliott, (800) 544-1346 or (517) 893-1800; fax (517) 893-0103.

**June 21-23**
Illinois Coin Machine Operators Association Annual Meeting, Oakbrook Hills Resort, Oakbrook, Ill. Contact ICMOA, (708) 369-2406; fax (708) 369-2488.

**July 18-20**
13th Billiard Congress of America International Trade Expo, Minneapolis Convention Center, Minneapolis, Minn. Contact Frank Zdy, (619) 278-3877; fax (619) 268-9372.

**July 26-27**
Pennsylvania Amusement and Music Machine Association Convention and Trade Show, Seven Springs Mountain Resort. Contact PAMMA, (800) 521-7778 in Pa., or (717) 232-5322. ▲

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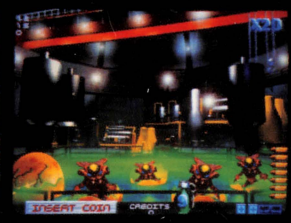

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